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#startupindia



5th Edition

States' Startup Ecosystem Ranking

Odisha

Aspiring Leader



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1. About the State



The Government of Odisha has been actively advancing its startup ecosystem by creating necessary physical infrastructure to support startups

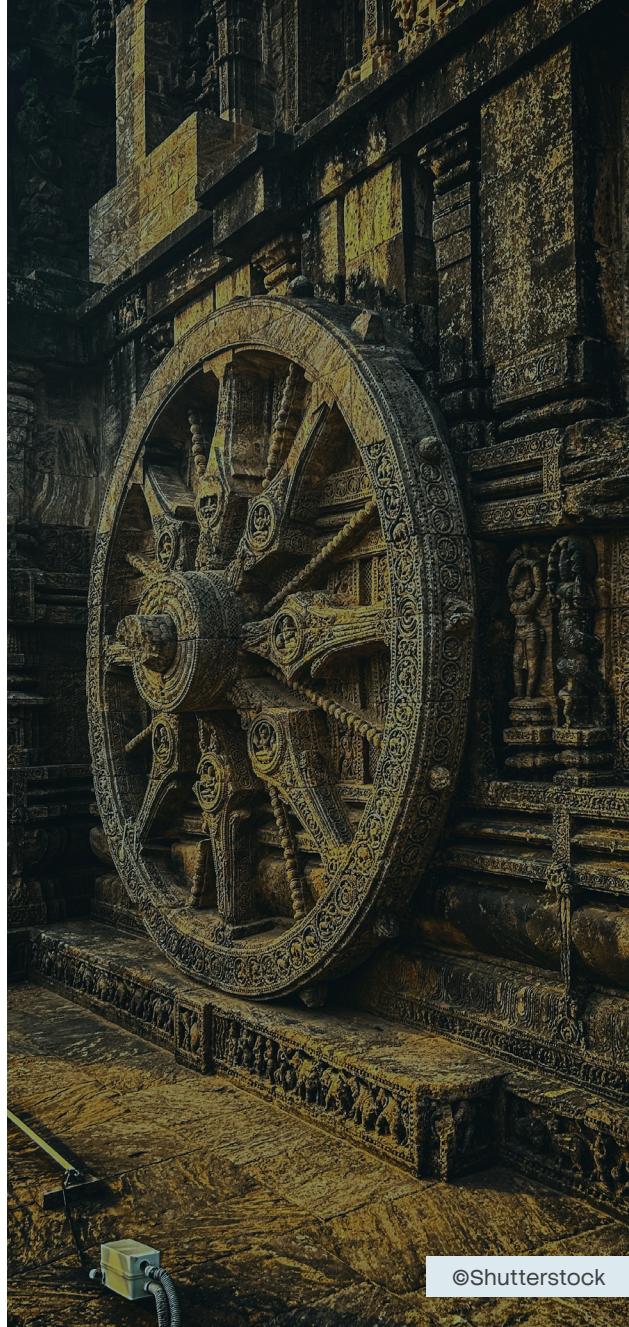
Odisha

Odisha, situated along the Bay of Bengal, is renowned for its rich blend of cultural diversity and natural beauty. State has a coastline of about 480 km and its total area is 1,55,707 Sq. Km. covering about 4.87 % of the total area of the country. As per the Census 2011, Odisha has a population of 41.9 Mn with urbanization rate of 16.7%.

Odisha's GSDP grew significantly from INR 2.31 Lakh crore in 2011–12 to INR 8.9 Lakh crore in 2024–25, underscoring strong economic

growth with a CAGR of 10.93%. The state attracted total FDI inflows of USD 4.65 Mn, and its exports were valued at USD 10.10 Bn during 2024-25.

The Government of Odisha has been actively advancing its startup ecosystem by creating necessary physical infrastructure to support startups, promoting the culture of innovation through academic interventions and institutionalizing the culture of entrepreneurship by providing the training for the requisite skills.



2. State Startup Policies and Initiatives

2.1 State Startup Policies

The objective of Odisha Startup policy 2016 has been to develop a world-class 'Startup Hub' in Odisha by 2025, to encourage incubators including sector specific ones aligning with the State's strengths and requirements, create an enabling environment and supporting ecosystem that facilitates at least 5,000 Startups in the State and take steps to provide skill-based training to encourage youth to take up Startups.

Some of the key incentives offered under the policy include:

- **Startup capital infrastructure fund:** It Startup capital infrastructure fund/seed fund up to INR 25 Cr to support development of hard and soft infrastructure for the startup ecosystem in the state such as physical infrastructure for incubators including testing labs, design studio, tool rooms, virtual incubators, etc.
- **Startup seed fund:** Government may participate in the private state specific funds for startups to set up operations in the state, such as seed/venture capital funds, limited to 1/4th of the total size. The contribution would be released simultaneously when the private sector fund makes the contribution in the above ratio.
- **Assistance at idea/prototype stage:** Monthly allowance of INR 20,000 (Monthly allowance shall be INR 22,000/-, if the startup founder/ co-founder are women or transgender or from social categories such as SC/ST/SEBC/ PH.
- **Assistance once the idea/concept get commercialized:** Product development and marketing/publicity assistance up to a maximum of INR 15 Lakh (the amount shall be INR 16 Lakh, if the founder is women or transgender or from social categories such as SC/ST/SEBC/PH.

- **Assistance for startup funding:** Government shall encourage banks and other financial institutions to extend and enhance their lending facilities to startups and set up dedicated desks for startups in select branches for easy funding.
- **Self-Certification and Compliance:** Startup shall be exempted from inspections under the act and rules framed there under, barring inspections arising out of specific

complaints. Startups will be permitted to file self-certifications.

- **Financial Support to Startups for participating in national and international events:** The government shall provide financial support to state recognized startups for participating in the reputed national and international event, where they are representing the state.



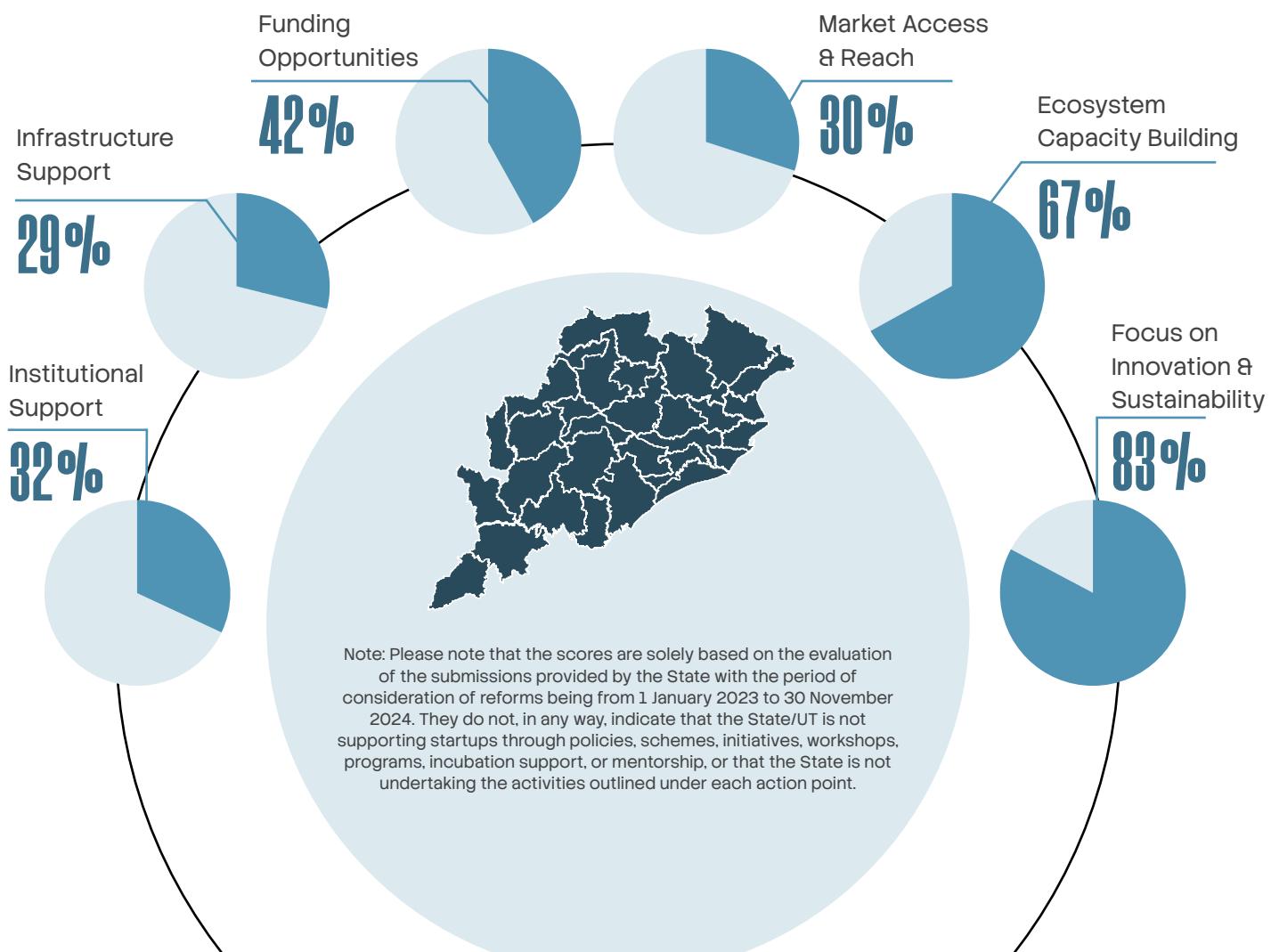
3. States' Startup Ecosystem Ranking Results

Odisha participated in all 6 Reform Areas and 19 Action Points under the 5th edition of States' Startup Ecosystem Ranking, and has been positioned as a '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, Odisha 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 Odisha



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

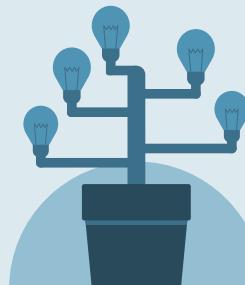
15+

Women-led startups
supported



10+

Schemes/
Initiatives in
Priority Sectors



Institutional support provided to Startups

Odisha has put in place an institutional framework to support startups through its Startup Policy 2016 (with amendments dated 31st March 2017 & 16th March 2018). Several incentives have been extended under this scheme, including Startup capital infrastructure fund, seed funding, self-certification and compliance, financial support for participation in national and international events, monthly allowance, among others.

The MSME department acts as the nodal agency for supporting all startups within the state. Odisha also has a nodal officer and a dedicated team responsible for startup promotion and facilitation in the State.

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 processing, plastics, tourism and hospitality, specialty steel and products, handicraft, handloom and coir-based products, food and sea-food processing, among others.

To promote startups operating within the identified priority sectors, the State had **10+ schemes, initiatives / policies / activities operational** during the evaluation period, including 'Mukhyamantri Krushi Udyog Yojna', 'SAMRUDHI-Agriculture Policy 2020', 'Odisha Food Processing Policy – 2022', 'Odisha Electronics Policy 2021' among others. These benefits include stamp duty exemption, 100% exemption on electricity duty payment for a period of 7 years, power tariff reimbursement, capital incentive subsidy, SGST reimbursement, employment subsidy, environment friendly

infrastructure subsidy, incentive for innovation and R&D and marketing support, among others.

Women Entrepreneurial Development

Dedicated incentives and support mechanisms for women-led startups have been under Odisha Startup Policy such as:

- **Monthly Allowance Grant** – INR 22,000/month for 1 year if Founder/Co-founder is a woman with $\geq 50\%$ equity
- **Product Development & Marketing/ Publicity Assistance** – Up to INR 16 lakhs for recognized women-led startup ($\geq 50\%$ equity)
- **Need-based Assistance** – Case-to-case support for raw material, components, R&D, and equipment for product development/ improvement
- **Subsidized Incubation** – 50% rental subsidy (max INR 5,000/month) for 1 year at recognized incubators

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

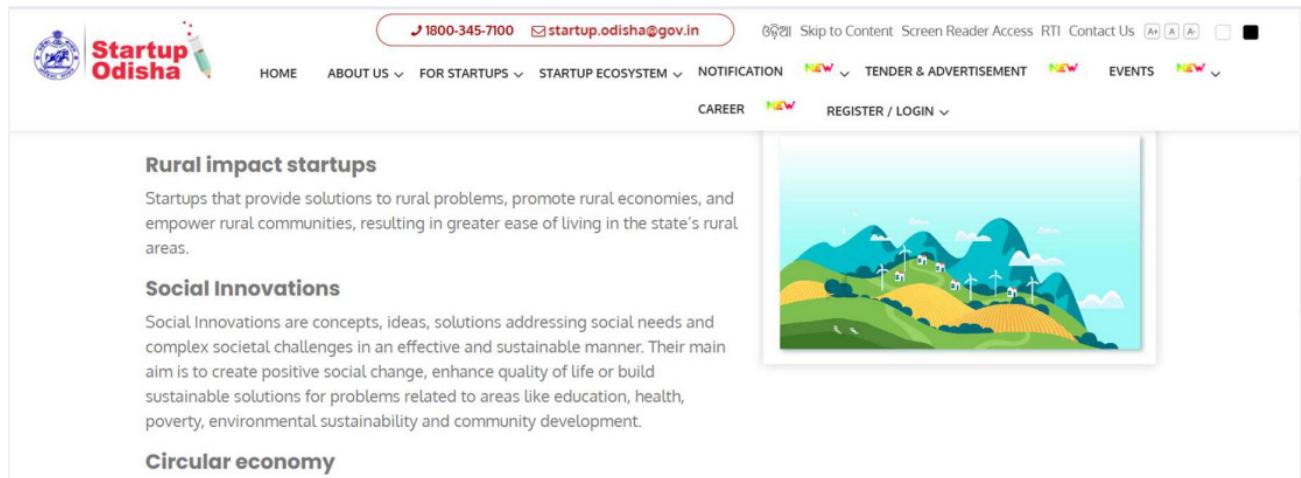


Entrepreneurial Growth in the Social Innovation Landscape

The State has articulated a publicly available

criterion for identifying and qualifying public welfare startups (*rural impact startups and social innovations*), as outlined on its Startup portal.

Figure 2: Details on Social Innovation featured on Odisha Startup Portal



The screenshot shows the Odisha Startup Portal homepage. At the top, there is a header with the Odisha Startup logo, a phone number (1800-345-7100), an email address (startup.odisha@gov.in), and links for Skip to Content, Screen Reader Access, RTI, Contact Us, and navigation menus for HOME, ABOUT US, FOR STARTUPS, STARTUP ECOSYSTEM, NOTIFICATION, TENDER & ADVERTISEMENT, CAREER, EVENTS, and REGISTER / LOGIN. Below the header, there are three main sections: 'Rural impact startups', 'Social Innovations', and 'Circular economy'. The 'Rural impact startups' section contains text about startups addressing rural problems. The 'Social Innovations' section contains text about concepts addressing social needs. The 'Circular economy' section is partially visible. To the right of these sections is a graphic illustration of a rural landscape with green fields, blue mountains, and wind turbines.

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



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, **595+ startups are registered on the State Startup Portal.**

The State has ensured that key service delivery features are available through the digital

platform, including a fully online application process for incentives under the State Startup Policy and a grievance redressal mechanism for startups to submit queries or complaints. The portal is accessible in the local or official language of the State and has provisions to support accessibility for persons with disabilities. This feature reflects the state's commitment to supporting startups through user-friendly and regionally accessible digital platforms.

Figure 3: Odisha Startup Portal in local (Odia) language

The screenshot shows the Odisha Startup Portal (Startup Odisha) homepage. The top navigation bar includes links for '1800-345-7100', 'startup.odisha@gov.in', and language options (English, Odia). The main header features the Odisha state emblem and the text 'ଶ୍ରାଂତିଅପ୍ତ ଓଡ଼ିଶା ବିଷୟରେ' (About Odisha Startup). The page features a green banner with icons representing various startup services. Below the banner, a map of Odisha is shown with callout bubbles indicating specific startup zones. Two bullet points at the bottom left provide more information about the portal's features.

- ଆମ ବିଷୟରେ, ଶ୍ରାଂତିଅପ୍ତ ଓଡ଼ିଶା ବିଷୟରେ କାମ କରିବାର ଏକ ପଦକ୍ଷେପ, ଓଡ଼ିଶାର ସରବାର ଭାବ୍ୟରେ ଉଦ୍ୟମମାନ ଉଦ୍ୟୋଗାଳ୍ପିତାମାନଙ୍କ କାମକାଳୀରେ ପ୍ରୋତ୍ସହିତ କରିବା ଏବଂ ସେମାନଙ୍କୁ ଶ୍ରାଂତିଅପ୍ତ ଭାବରେ ସାହୁତି ଦେବା । ଏହା ମଧ୍ୟ ଉତ୍ସାହ, ପ୍ରକ୍ରିୟା ଏବଂ ଚେତନାଗୁଡ଼ିକର ଜବାବଦିକ, ଦିକାଶ ଏବଂ ଉତ୍ସବର କାମ୍ୟ କରୁଛି । ଗାୟତ୍ରେ ଜୋହଗର ସୁଷ୍ଠୁତି ଏବଂ ଧନ ସୁଷ୍ଠୁତି ଏକ ଉଚ୍ଚ ସମ୍ବନ୍ଧମାନ ସହିତ ଏକ ଶ୍ରାମୀକାରୀ ବ୍ୟବସାୟ ମନୋଜ୍ଞିତ ପ୍ରତି ବିଜ୍ଞାଧାରାର ମାପଚୁପ ଦିଗରେ କାମ୍ୟ କରିବା ।
- ଆରମ୍ଭ, ଶ୍ରାଂତିଅପ୍ତ ଓଡ଼ିଶା ସର୍ବୋତ୍ତମା ଉଦ୍ୟୋଗା ମାରସିକରାର ଏକ ଘର ହୋଇଯାଇଛି ଏବଂ ୮୦୦ କୁ ଅଧିକ ଶ୍ରାଂତିଅପ୍ତ କୁ ସମ୍ପାଦନ କରିଯାଇଛି ।

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.

As per the documentary evidence submitted, **2+ unique startups have received incubation or acceleration support** across State-supported incubators and accelerators such as KIIT Technology Business Incubator and IIT Bhubaneswar Research and Entrepreneurship Park 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

30+



Startups received funding from the State

10+



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 Bank.

Startup Odisha, in collaboration with the Small Industries Development Bank of India (SIDBI), has launched the "Assistance for Seed Fund" program to support startups incubated at O-Hub (Odisha Hub). The initiative comes with a dedicated fund size of INR 10 crore.

The State of Odisha provided funding support to **30+ Startups** during the period of consideration.

State Support in Fundraising Initiatives

The State has undertaken targeted initiatives to facilitate fundraising for startups by enabling structured interactions with angels, investors, and financial institutions. These initiatives include **10+ state-led programs** featuring pitching sessions.

One of the major events organized by the state was FundStack, Startup Odisha's annual Startup-Investor Summit. The third edition, FundStack 3.0 (2023), went beyond fundraising by creating a platform for startups, investors, and capacity-building initiatives. It offered tailored pitching opportunities and fostered connections with leading investors to accelerate startup growth. AIC-Nalanda, as the Program Partner, managed the event end-to-end in close collaboration with Startup Odisha, ensuring seamless execution from outreach to the final event.

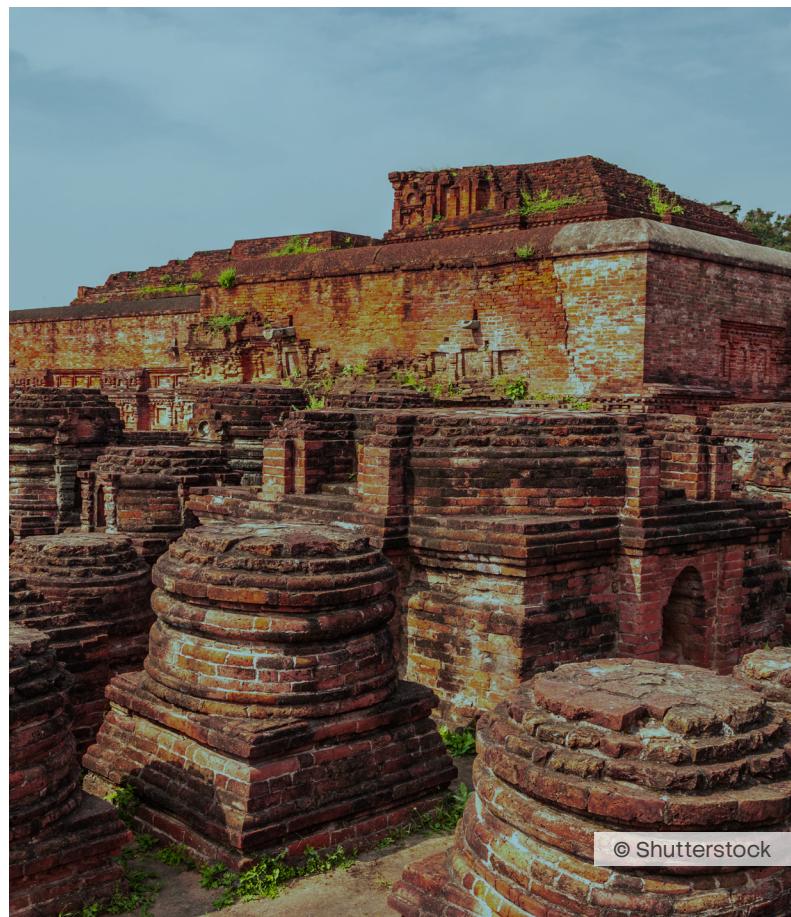
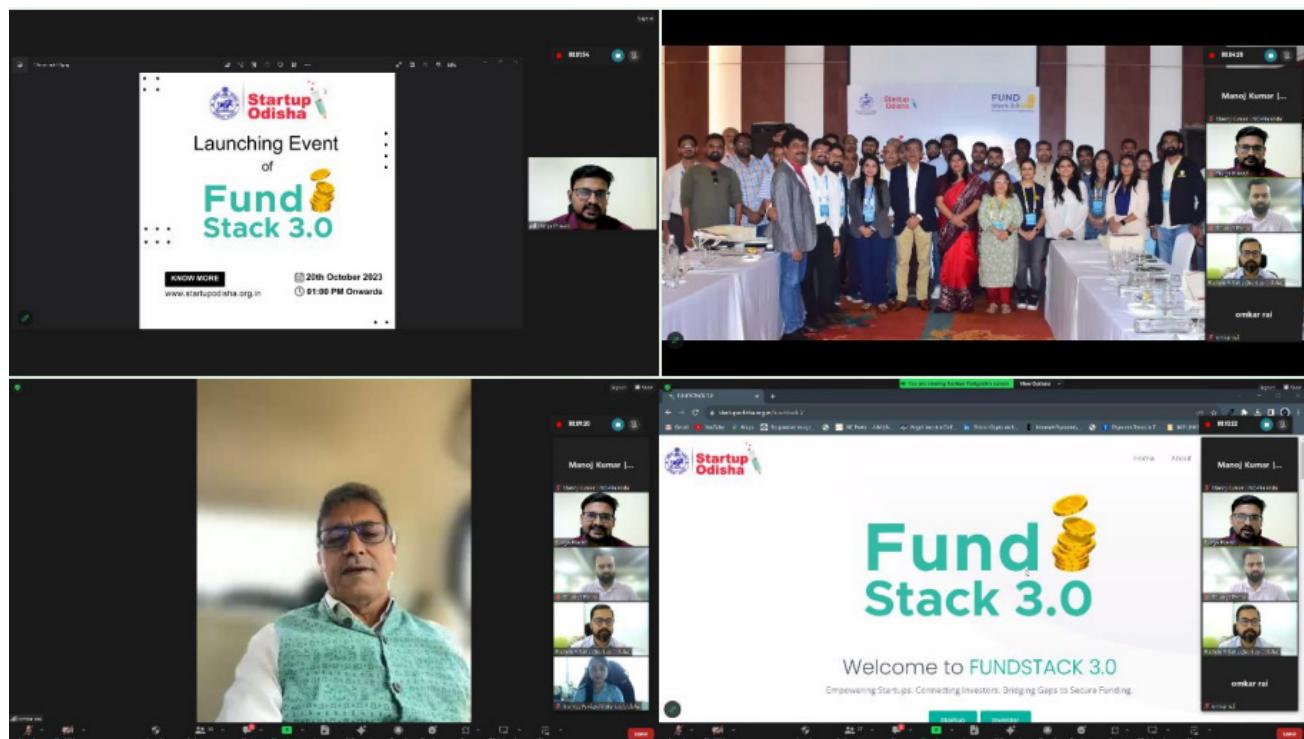


Figure 3: FundStack 3.0

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

4+



Tenders floated by state agencies with relaxations for startups

3+



Startups awarded purchase orders

Market Access Opportunity Provided to Startups through Public Procurement

Odisha 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.

As per the documentary evidence submitted, various Departments such as MSME Department floated **3+number startups have been awarded purchase orders or work orders during the evaluation period.**

Startups Awarded Purchase Orders or Work Orders

The State has 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 Department of Water Resources (DoWR), Government of Odisha, Hindalco Industries Limited, Electronics and Information Technology Department Odisha, Home Department Odisha, Electronics and Information Technology Department Odisha among others.

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

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 sensitization workshops



15+

Unique State-sponsored incubators trained



15+

Workshops/programs conducted



Capacity Building of Officials of State Government Departments on Startup Ecosystem of India

As per the documentary evidence submitted, officials from State departments such as MSME Department, Handlooms, Textiles & Handicrafts Department, Sports & Youth Services Department, Electronics & IT Department, Science & Technology Department, Agriculture Department, Fisheries Department, SC & ST Department 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.

State-supported Incubators Trained through Capacity Development Workshops

The State has 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, **15+ State-**

supported incubators have participated in **capacity development workshops** during the evaluation period. These include Electropreneur Park - Bhubaneswar, Switchtech Incubator Foundation, DBT- ILS Bioincubator, AIC-CV Raman College of Engineering Foundation, CTTC (Innovation And Incubation Centre), Bhubaneswar and Srusti Academy Development Foundation among others.

Programs Conducted to Sensitize Ecosystem Enablers

The State has conducted targeted programs to sensitize existing and potential ecosystem enablers, including knowledge-based sessions, masterclasses & one-on-one interactions to facilitate investor to investor connects as well as themes covering basics of angel Investment among others.

As per the documentary evidence submitted, the State has conducted / supported **15+ sensitization programs** during the evaluation period, including 'Investor Connect Series Program', 'OSC 2023: Investment for Startups', 'Sanvridhi 3.0 Acceleration Program' among others.



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

5+

Policies for startups focused on renewable energy/ sustainability



Facilitating Research and Innovation in the State

Odisha has the special provisions for facilitating and fast-tracking Intellectual Property Rights (IPR) like patent, copyright, trademark, etc. for Startups. For instance, IP facilitation centres including CTTC, VSSUT, Burla – IPR cell, PMEC – Berhampur – IPR Cell, IIT B, IPR Cell among others have been established in selected R&D and higher education institutions to streamline registrations. Additionally, the state has signed MoU with NRDC and the Technology Development Fund to support IPR filing.

Odisha also provides R&D support for Startups/ Innovators working in the identified priority sectors.

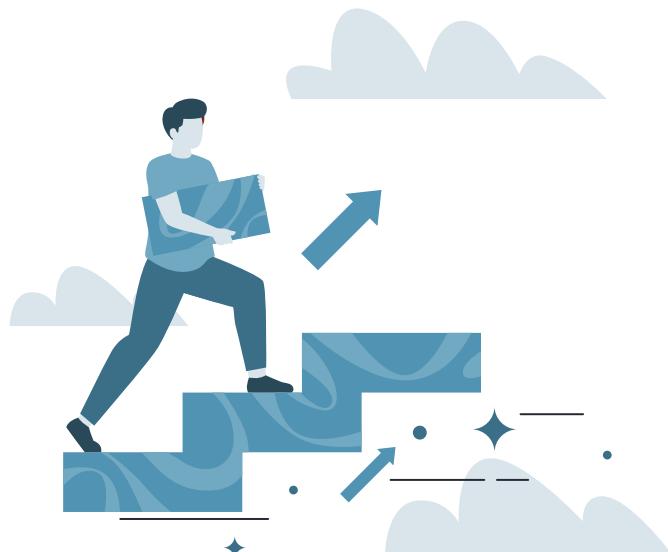
Support to Startups for a Sustainable Future

During the evaluation period, 5+ active policies or schemes supporting startups in the circular economy and sustainability domains have been implemented by the State.

The State has launched policies such as Solid Waste Management Rules, E - Waste Management Rules, Plastic Waste Management Rules, Construction and Demolition Waste Management Rules and Odisha SDG Indicator Framework focusing on renewable energy and innovation.

10. Way Ahead

- The state may strengthen support for startups operating in the public welfare domain through dedicated schemes to enable solutions with sustained social impact.
- The state may strengthen structured support for student entrepreneurs by enhancing initiatives, programmes, and incubation support within educational institutions
- The state may focus on expanding and tracking mentorship support by increasing the number of mentors actively engaged with startups



- The state may strengthen and expand its incubator network to provide startups with improved infrastructure, sector-specific support, and access to quality mentoring.
- The state may actively organise and participate in national and international events to improve market access for startups, support networking, and facilitate partnerships and investor connections.

11. Annexures

List of Figures

Figure 1: Reform area wise scores for Odisha

Figure 2: Odisha Startup Portal in local (Odia) language

Figure 3: FundStack 3.0

12. Bibliography

- RBI Handbook of Statistics on Indian States (<https://www.rbi.org.in/scripts/AnnualPublications.aspx?head=Handbook+of+Statistics+on+Indian+State>)
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Contact Us

www.startupindia.gov.in
1800 115 565

