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NATIONAL STARTUP DAY — Celebrating 10 years of Startup India

5th Edition

States' Startup Ecosystem Ranking

Punjab

Top Performer

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1. About the State

Punjab

Between 2013–14 and 2023–24, Punjab's Gross State Domestic Product (GSDP – Current Prices) recorded a CAGR of 8.41%.

technical and secretarial assistance to the Startup Coordination Committee and serves as a single point of contact for government interactions. The cell also consolidates and promotes resources, funding options, investments, and incentives through a unified platform to support startups in Punjab and those looking to establish themselves in the state.

Located in the northern part of India, Punjab is known as the "Food Bowl of India" for its major contribution to the nation's agriculture. Chandigarh serves as the capital city of Punjab. Punjab has a population of 2.7 Cr. Between 2013–14 aniid 2023–24, Punjab's Gross State Domestic Product (GSDP – Current Prices) recorded a CAGR of 8.41%. In 2024-25, the state has attracted a total FDI inflow of USD 89.85 Mn and its total exports were valued at USD 7.04 Bn.

The Punjab Start-up Cell, under the nodal department, Department of Industries and Commerce, Government of Punjab, acts as a central support system for Startups. It provides

Punjab continues to strengthen its innovation landscape through targeted initiatives and widespread engagement. Over 200 outreach events have been organised, participated in, or supported, positively impacting more than 15,000 entrepreneurs, startups, and students across the state. The establishment of the Startup Punjab Hub, "NEURON," at STPI Mohali. This initiative was established in collaboration with STPI Mohali (Ministry of Electronics and Information Technology, New Delhi), ISB Mohali, and IKGPTU Jalandhar. To act as a hub for spreading entrepreneurship in the State & provide support to aspiring cutting-edge IT entrepreneurs, with a special focus on fields

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such as Artificial Intelligence (AI), Big Data, Animated Visual Graphics (AVG), and Internet of Things (IoT). Additionally, the Punjab Student Entrepreneurship Scheme encourages students to pursue entrepreneurial and innovative ideas during their studies, fostering the development of future startup leaders.

2. State Startup Policies and Initiatives

2.1 State Startup Policies

The Punjab Industrial and Business Development Policy, 2022 provides specific provisions to support startups and entrepreneurship as part of the state's broader vision for economic transformation. The policy aims to make Punjab a leading hub for innovation-driven enterprises by fostering a conducive environment for startup growth. It focuses on nurturing innovation, enhancing competitiveness, and building entrepreneurial capabilities through targeted incentives, financial assistance, and institutional support. Key provisions include interest and lease rental subsidies, seed and scale-up funding, and stamp duty reimbursements, designed to help startups at various stages of their business journey. These measures collectively aim to strengthen Punjab's startup ecosystem, promote job creation, and drive sustainable industrial growth.

The policy provides the following fiscal incentives for startups:

01 Interest Subsidy:

8% interest subsidy per annum for 5 years, up to a maximum of INR 5 L per year on loans from scheduled banks or financial institutions.

02 Lease Rental Subsidy:

Reimbursement of 25% of the lease rental subsidy for Startups operating from incubators, IT parks, or industrial clusters, for one year, capped at INR 3 L per annum.

03 Seed Funding:

Seed grant of up to INR 3 L per startup provided

for idea validation, prototype development, market research, and initial setup activities.

04 Scale-up Funding:

The Government will facilitate venture capital access for registered startups through the Punjab Innovation Fund with a dedicated corpus of INR 150 crore.

05 Stamp Duty Reimbursement

100% reimbursement of stamp duty is provided on the registration of MoA/AoA for startups registered under Startup Punjab.

2.2 Key Initiatives Driving Growth

The State has undertaken several strategic initiatives to nurture innovation, empower entrepreneurs, and accelerate the growth of the startup ecosystem.

- **Punjab Innovation Fund:**
  The Fund has been established by the state to support startups by providing funding and investment assistance.

- **Women-led Startups:**
  The state has defined Women-led Startups as a startup registered with the Department for Promotion of Industry and Internal Trade (DPIIT) or Startup Punjab, which is owned and controlled by a woman or a group of women holding a minimum financial interest of 51% of the total capital at the time of registration. Even after subsequent funding rounds, at least 33% ownership of the startup must remain with a woman or group of women.

- **Relaxation in Public Procurement:**
  The State provides startups with relaxations in public procurement, including exemptions from experience and turnover requirements, along with eligibility for purchase preferences under the Preference to Make in Punjab Order, 2019.

- **Punjab Startup App:**
  It fosters entrepreneurship among students by providing practical business skills and hands-on learning opportunities. It empowers young innovators to develop business ideas, generate revenue, and become job creators, strengthening Punjab's startup ecosystem and contributing to economic growth.

- **Startup Punjab Hub – Neuron:**
  An initiative established by the State Government to foster innovation, incubation, and entrepreneurship across emerging technology sectors.
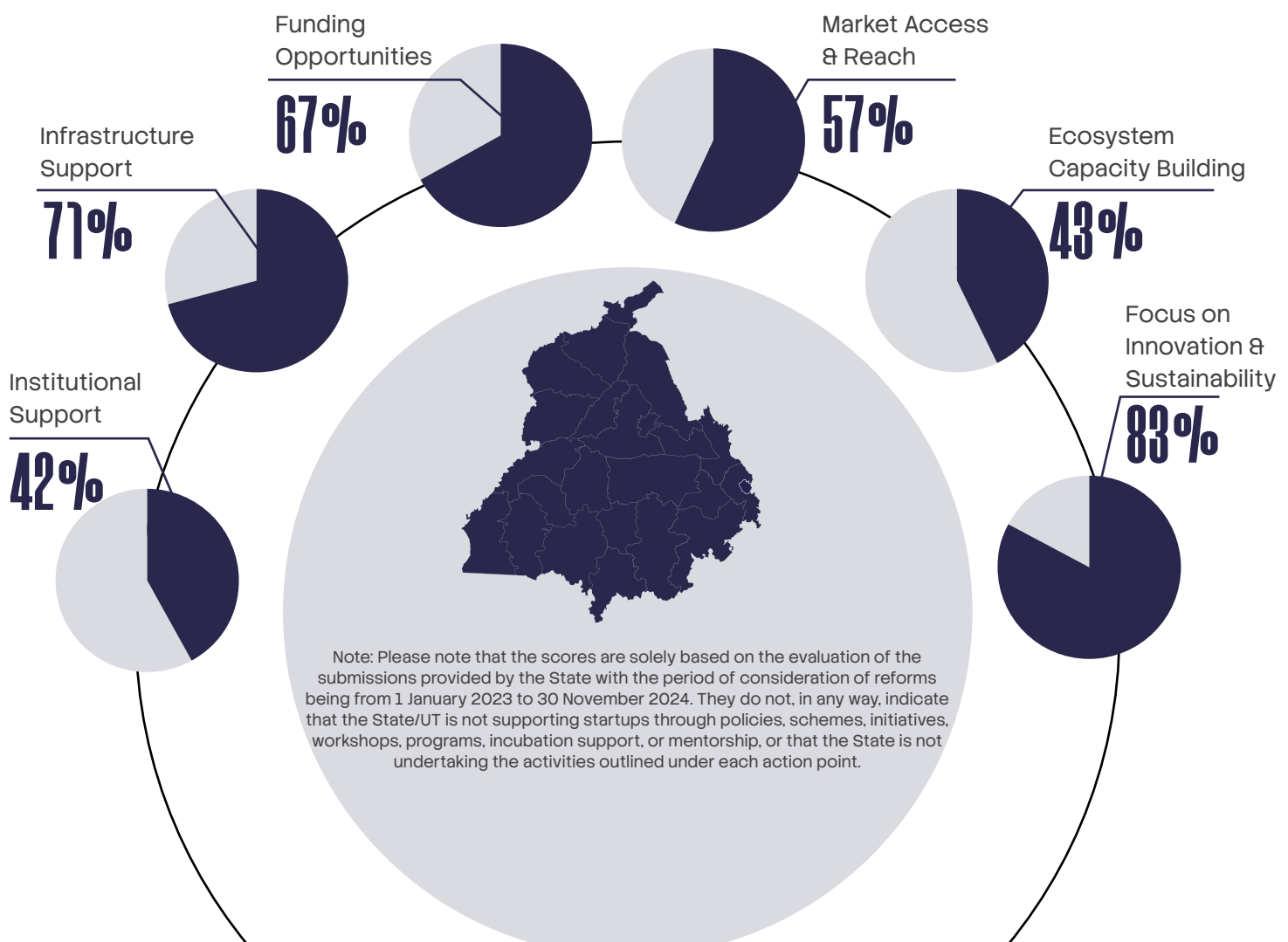

© Freepik
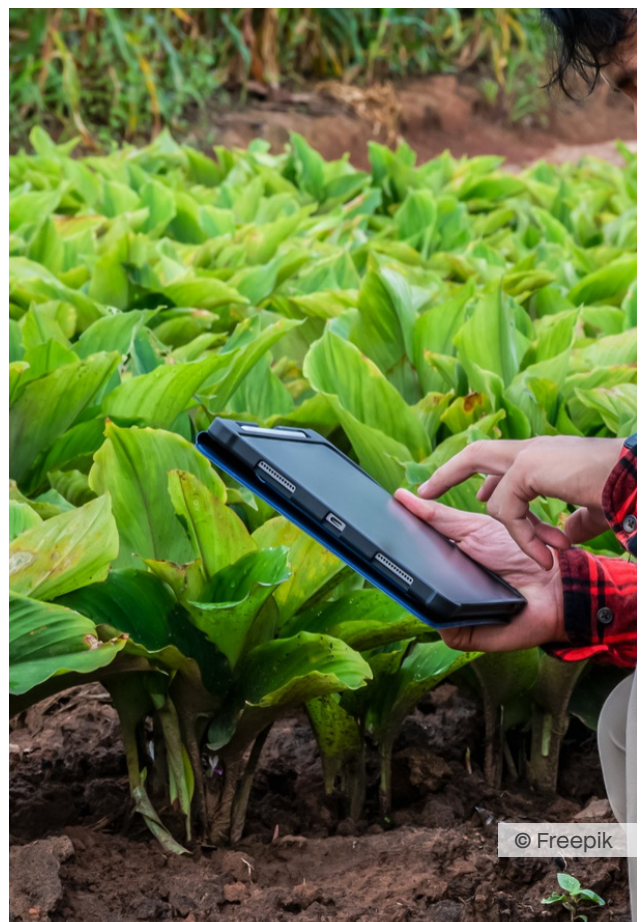
3. States' Startup Ecosystem Ranking Results

Punjab participated in all 6 Reform Areas and 19 Action Points of the Ranking Framework 2025. Overall, Punjab positioned as the "Top Performer" 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 Category A, 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. The diagram below provides the score of the state across different reform areas.

Figure 1: Reform area wise scores for Punjab

Funding Opportunities
67%

Market Access & Reach
57%

Infrastructure Support
71%

Ecosystem Capacity Building
43%

Institutional Support
42%

Focus on Innovation & Sustainability
83%

Note: Please note that the scores are solely based on the evaluation of the submissions provided by the State with the period of consideration of reforms being from 1 January 2023 to 30 November 2024. They do not, in any way, indicate that the State/UT is not supporting startups through policies, schemes, initiatives, workshops, programs, incubation support, or mentorship, or that the State is not undertaking the activities outlined under each action point.

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

20+
Startups supported in the priority sectors

45+
Women-led Startups supported

55+ Structures/ schemes/ initiatives/ activities and/ or programs provided in educational institutions to support student entrepreneurs

150+ Startups supported through schemes in public welfare space

118+ Mentors providing mentorship support to the Startups

Institutional support provided to Startups:

The State has put in place an institutional framework to support startups through its Startup Policy – Industrial and Business Development Policy 2022 (Link), with its nodal department being Department of Industries and Commerce, Government of Punjab. The policy continues the special provisions and incentives for startups that were introduced under the earlier Industrial and Business Development Policy (IBDP) 2017 and the Detailed Scheme and Operational Guidelines (DSOG) 2018. Several incentives have been extended under this policy, including reimbursement of net SGST on intra-state sales for several years, exemption or reimbursement of stamp duty and electricity duty, and other tax subsidies to reduce operating costs and improve competitiveness. The policy also provides capital and infrastructure support, such as assistance with land use changes and exemptions for thrust sectors, helping young enterprises and innovation-led units scale more easily in the state.

The State also has a dedicated nodal officer and a dedicated team responsible for startup promotion and facilitation. The state has set up "Start-up and Entrepreneurship" Cell, `Startup Punjab' under the Department of Industries and Commerce. The cell provides necessary Secretarial and Technical Support to the Startup Coordination Committees. The cell also acts as a single connect with Government departments where the Startup needs to implement their projects. The role of this cell is to highlight, amalgamate and disseminate the resources, funding mechanisms, investments, incentives available at a single portal for Startups in Punjab or Startups looking to relocate to Punjab.

In addition to the nodal department, multiple line departments across the State have extended institutional support to startups in the form of EoDB/ Infra Support/ Entrepreneurial Support (including Procurement Provisions), among others.

Various departments, other than the nodal department, have implemented startup-relevant schemes, benefitting 310+ startups during

the evaluation period including Agriculture Department; Animal Husbandry, Fisheries and Dairy Development Department; Employment Generation and Training Department; Forests and Wild Life Department; Health And Family Welfare Department; Higher Education and Languages Department; Home Affairs and Justice Department; Medical Education and Research Department ; Punjab Armed Police; Rural Development and Panchayats Department Punjab, among many others.

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 under the Industrial and Business Development Policy 2022. These priority sectors, also known as the Thrust Sectors, include Circular Economy – Biodiesel, Waste Management, Tourism, Skill Development, IT/ITeS, Textiles, Agro and Food Processing, Alloy Steel, Hand tools, among others.

To promote startups operating within the identified priority sectors, the State had **25+ schemes, initiatives / policies / activities operational** during the evaluation period. These interventions include awareness session, boot camps, challenges, conferences, schemes undertaken for the priority sectors in the ecosystem domain.

As per the documentary evidence submitted, a total of **20+ unique startup**s have been supported across the identified priority sectors.

Women Entrepreneurial Development

The State has undertaken focused measures to promote women entrepreneurship as part of its startup ecosystem development efforts.

Dedicated incentives and support mechanisms for women-led startups have been introduced through Industrial and Business Development Policy 2022, covering a dedicated startup corpus with a significant portion earmarked for women and SC entrepreneurs, encouraging participation and access to early-stage finance, incubation, and scale-up support. These incentives are complemented by interest subsidy benefits on term loans for businesses owned by women, offering a 5% interest subsidy per annum, under Chapter 9: Nurturing innovation and Startup & Entrepreneurship of the policy (Link). These measures aim to improve participation of women entrepreneurs across sectors and regions within the State.

As per the documentary evidence submitted, the State has supported **45+ unique women-led startups** during the evaluation period. These startups are distributed across **7+ districts** within the State.

For the Growth of Young Entrepreneurs

The State has implemented structured interventions to encourage entrepreneurship among students and young innovators through educational institutions. These cover funding and IPR, idea generation and validation, Presentations on How to Pitch, Prototype and Market ready, among others.

For instance, the State initiated Idea Generation and Validation under Startup Punjab in association with Apeejay Institute of Management & Engineering - Technical Campus on 24th Jan 2024, wherein **60+ students and young entrepreneurs** participated. Dr. Ashish Arora from GNDU College, Jalandhar provided valuable insights into the creative process of generating innovative ideas and assessing their feasibility.

Overall, during the evaluation period, the State implemented **55+ such comprehensive support** **structures** / schemes / programs aimed at supporting student entrepreneurs.

Figure 2: Glimpse of the Idea Generation and Validation Session

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 Industrial and Business Development Policy 2022. The interventions include interest subsidy, lease rental subsidy, seed funding, scale up funding and stamp duty reimbursement, among others.

As per the documentary evidence submitted, the State has supported 150+ startups operating in the public welfare sphere during the evaluation period. The State has also articulated a clear and publicly available criterion for identifying and qualifying public welfare startups, as outlined on the Startup Punjab Portal (https://pbindustries.gov.in/startup/home). The state has defined Public Welfare Startups as *"Startups generating employment opportunities and leveraging technology to build smart and economically viable solutions, to accelerate societal development shall be considered as Public Welfare Startups".*

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, a total of **118+ mentors have been engaged to provide mentorship support to startups** (Link) within the State during the evaluation period. Mentors can easily register themselves on the Startup Punjab portal (Link)
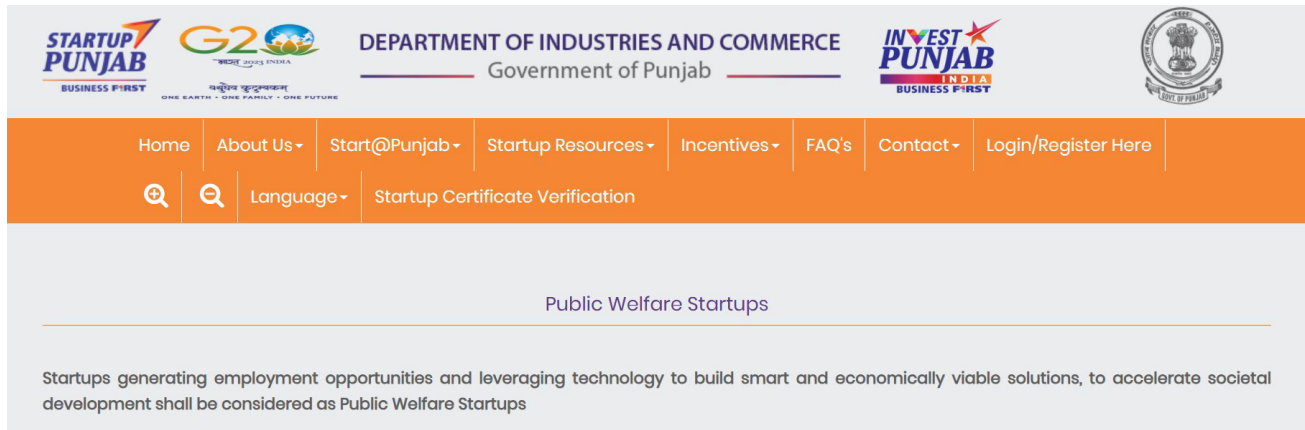
5. Reform Area 2 - Infrastructure Support

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 people 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

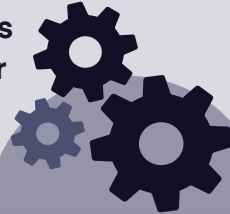## 5.2 Performance

1,730+

Startups registered on the State Startup portal

7+

New incubators established for the Startups

The Punjab government has laid down incentives for start-ups and detailed guidelines for availing the incentives under the new "Industrial and Business Development Policy-2022" and is also offering support to registered start-ups in the form of seed capital of up to 3.00 lakhs. Startups can apply for seed funding at the same time as applying for start-up registration as per the procedure mentioned in the new 'Industrial and Business Development Policy-2022. Startups need to submit an online application on the Startup Punjab portal. The State has further collaborated with the banking institutions to support Startups. These collaborations are aimed in providing startups special funding provisions which includes Collateral Free Loans, (collateral Free Public Bank Guarantee & other funding aids that are available with Banks). The key benefits to startups include access to Banking Services, mentorship (providing insights from seasoned bankers to guide financial decisions) and Tailored Solutions (financial strategies aligned with business needs).

Access to Digital Infrastructure

The State has enabled digital access for startups through a unified State Startup Portal

– Startup Punjab (Link) that serves as a single-window interface for registration, information dissemination, and service delivery. As per the records submitted, **1730+ 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. The portal is accessible in the local and official language of the State and has provisions to support accessibility for persons with disabilities.

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Figure 3: Glimpse of the Startup Punjab Portal

Figure 4: Grievance Redressal under Startup Punjab portal

> The state has a grievance redressal mechanism for startups to submit queries or complaints.

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 set up 7**+ new manufacturing incubators,** including NABI-BioNEST, Venture Lab at Thapar Technology, VentureNest (TBI association with Chandigarh Group of Colleges), Startup Punjab Satellite Incubation Centre, Diary Innovation and Incubation Centre, among others, while **2+ existing incubators** were upgraded. These include Punjab Biotechnology Incubator (PBTI), and Technology Business Incubator Foundation (TBIF) IIT Ropar, among others.

As per the documentary evidence submitted, a total of **250+ 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 examine 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:
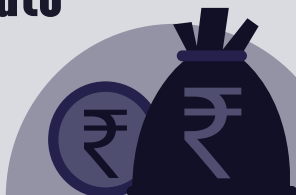Number of Startups which have Received Funding through State Supported Funds or Mechanisms

Action Point 11:
State Support in Fundraising Initiatives

6.2 Performance

110+
Startups received funding from the State

25+
programs with pitching sessions for Startups undertaken by state

Access to Funding

The State has instituted dedicated funding mechanisms to improve access to capital for startups. These have been operationalized under Punjab Infotech in 2022. The Government of Punjab allocated funds to help startups through seed capital under the Startup Punjab" initiative. The total fund allocation varied from INR 1.50 crore in 2022-23 to INR 2.77 crore in 2023-24, to INR 2.50 crore in 2024-25

In addition to direct funding instruments, the State has initiated collaborative funding provisions for startups in partnership with banking and financial institutions through MoUs with Union Bank of India, HDFC Bank and Yes Bank. These collaborations are aimed in providing startups special funding provisions which includes Collateral Free Loans, Collateral Free Public Bank Guarantee & other funding aids that are available with Banks.

Figure 5: Collaboration with banking institutions

Banking Partners

The State Government lays emphasis on the importance of facilitating startups in order to contribute into the economic growth. Startup Punjab is collaborating with various Govt & Private Banks to facilitate Startups. Such collaborations will be beneficial in facilitating and hand-holding of Startups. Following banks has dedicated support for the Startups. The startups may contact the following Nodal Officers as appointed by respective banks to inquire and avail the banking services.

Sno.	Name of Bank	Nodal Officer	Brochures, Marketing Collaterals etc related to Startups specific schemes
1	Union Bank of India	Mr. Lokesh Maurya Mobile No. 7988589188 Email:credit.fgmochandigarh@unionbankofindia.bank	Union Bank of India - Leaflet Union Bank of India - Poster
2	HDFC Bank	Mr. Mithun John Contact number 9820342118 Email: mithun.john@hdfcbank.com	HDFC Bank Startup Customer Presentation
3	Yes Bank	Mr. Ashish Ahuja Contact number - +91-8360747434 Email: ashish.ahuja6@yesbank.in	Yes Bank Headstartup Digital Brochure

Number of Startups which have Received Funding through State Supported Funds or Mechanisms

The State has extended direct financial support to startups through State-supported funds or funding mechanisms established or facilitated by the government.

During the evaluation period, a total of **110+ startups have received funding support through these mechanisms.**

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 **25+ state-led programs** featuring pitching sessions, investor-startup connect, demo days, and knowledge sessions aimed at promoting angel funding, equity financing, and debt financing for startups.

The State conducted an investor connect event, "Pitch Pulse" supported by Startup Punjab, to provide Startups with a platform to pitch innovative ideas to investors and industry experts. The event facilitated startup presentations, investor feedback, and awareness on State incentives, strengthening startup–investor engagement and entrepreneurial growth.

Figure 6: Investor Connect Pitch Pulse

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+

Verified tenders/RFPs floated by the State during the period of consideration

10+

Unique districts wherein events were conducted in the state

30+

Unique market access opportunities during the period of consideration

Market Access Opportunity Provided to Startups through Public Procurement

The State 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 (Link).

To provide opportunity to Startups to scale up and compete with experienced entrepreneurs and companies in public procurement, norms for public procurement have been relaxed by the State. These relaxations (for eligible startups of the State) are subject to a condition that the Startups meet the other quality and technical specifications as part of qualifying requirements of the procurements. The relaxations extended include exemption in respect of past experience, a part of qualifying requirements of the tender, exemption in respect of past turnover as part of qualifying requirements of the tender, and Startups will also be eligible for purchase preferences accruing to all industries in the State in the public procurement (Preference to Make in Punjab) Order, 2019.

As per the documentary evidence submitted, the State has floated **4+ tenders** or RFPs during the evaluation period that incorporated startup-specific relaxations.

Access to Domestic and International Market Access Opportunities

The State has undertaken structured initiatives to enable startups to access domestic and international markets through programs that are funded or executed end-to-end by the State, as well as through facilitative partnerships with external agencies.

During the evaluation period, the State implemented **30+ market access initiatives**, including demo/demand days and innovative programs, among others, designed to improve visibility, customer acquisition, and business expansion opportunities for startups.

As per the documentary evidence submitted, these initiatives have benefitted startups across **13+ district**s within the State.

The State conducted a handholding and startup support programme in collaboration with Startup Punjab to provide Startups with investment networking, showcasing opportunities, and mentorship, strengthening the innovation ecosystem in the Malwa region.

Figure 7: Startup support program

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

8+
Sensitization workshops conducted

150+
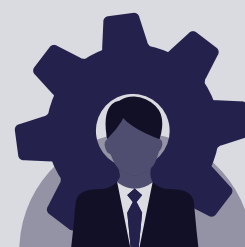Unique State-sponsored incubators trained

10+
State Departments Participated

14+
Workshops/ programs conducted

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

During the evaluation period, **8+ sensitization workshops** or programs have been conducted to familiarize officials with startup-related policies, regulatory frameworks, and the role of government in enabling entrepreneurship.

As per the documentary evidence submitted, officials from **12+ State departments** have participated in these sensitization programs.

Some of the capacity building workshops include MDP – Digital Marketing, MDP – Export Procedures and Documentations, MDP – Import-Exports, MDP – Quality Management, Sensitization Program for Officials of State Government Departments, among others.

Number of 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.

Several state-sponsored incubators associated with Startup Punjab participated in structured capacity development workshops aimed at strengthening incubation capabilities. As per the documentary evidence provided, **150+ State-supported incubators** have participated in capacity development workshops during the evaluation period.

Key workshops included "Capacity Development Workshop for Incubators in Punjab," attended by incubators such as ACIC RISE (CGC Landran),

Baba Farid School of Entrepreneurship, Punjab Biotechnology Incubator (Mohali), and STEP GNDEC Ludhiana. Advanced thematic programs like "Business Models for Sustainable Incubators," "Setting up R&D Labs and Prototyping Facilities in Incubators," and "Technology Commercialization Through Incubation" were attended by incubators from IISER Mohali, IIT Ropar, Thapar University (STEP-TIET), GNDU Amritsar, and Chitkara University. Financial and investment-focused workshops such as "Angel Investment Workshop," "Mastering Startup Financials," "Valuation and Negotiation Strategies in Startups," and "Raising Funding from Government for Incubators and Accelerators in Punjab".

Number of Programs Conducted to Sensitize Ecosystem Enablers

The State has conducted targeted programs to sensitize existing and potential ecosystem enablers, focusing on areas such as Knowledge-based sessions, Masterclasses & one-on-one interactions to facilitate investor to investor connects, Basics of Angel Investment, and Exit opportunities for angels, and have been designed to encourage greater engagement with startups at various stages of growth.

As per the documentary evidence submitted, the State has conducted or supported **14+ sensitization programs** during the evaluation period. The State conducted a sensitisation programme for Startups and ecosystem enablers under the Startup Punjab 4E initiative, in collaboration with TiE Chandigarh. The session on "Investing in Startups: Risks & Returns" facilitated discussions with industry experts and investors to enhance understanding of startup investments and strengthen the ecosystem.

Figure 8: Sensitisation program

9. Reform Area 6 - Focus on Innovation & Sustainability

9.1 Introduction

Focus on Innovation and Sustainability assess 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

3+
policies for startups focused on renewable energy/ sustainability

80+
Startups focused on renewable energy, climate change, and sustainability

Initiatives Undertaken by the State to Facilitate Research and Innovation

The State has undertaken initiatives to strengthen research and innovation within the startup ecosystem. Support for patents, copyrights, trademarks, and other IPR-related activities has been provided. The State has a Patent Information Centre & Technology Innovation Support Centre (Link) for Intellectual Property Rights (IPR) related services. The centre caters to various IP needs of R&D Professionals, Scientists, Entrepreneurs, Start-ups, Policy makers, Industry & Grass root Innovators. These provisions include IPR/Patent facilitation, trademark support, copyright/ trademark support, among others.

In addition, the State has extended R&D support to startups operating in identified priority sectors through targeted incentives and programs. The R&D support is particularly focused on startups in these sectors: Agriculture, Green energy, Skincare, Online education, Aquaculture, Research, Defense, IOT products, Web hosting, among others.

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Figure 9: Punjab State Council for Science and Technology

Support to Startups for a Sustainable Future

During the evaluation period, **3+ active policies** or schemes supporting startups in the circular economy and sustainability domains have been implemented by the State. The policies include Industrial and Business Development Policy, 2022; Punjab Electric Vehicle Policy, 2022; and Incentive Scheme for Paddy Straw based pellitization units; among others.

The Punjab Electric Vehicle Policy 2022 provides incentives for manufacturing units including startups in the state and recognize that Innovation led Entrepreneurship shall be the key to the development of fast emerging sector like EV. Further support is provided to startups offering innovations in e-mobility as per the policy, whereas the Incentive Scheme for entrepreneurs for setting up of Paddy Straw based Pelletization Units provides incentives for Entrepreneurs including Startup Founders for setting up units in Paddy straw processing.

As per the documentary evidence submitted, the State has supported **80+ startups** working in areas such as renewable energy, climate resilience, climate technology, resource efficiency, waste management, and other sustainability-focused solutions.

10. Way Ahead

- The State may create a formal coordination mechanism that links the nodal Startup Punjab cell with all line departments, ensuring that incentives, procurement relaxations and support services are uniformly delivered across sectors and districts.

- The State may expand and diversify the mentor matching platform by onboarding more sector specific experts and establishing structured, time bound mentorship cycles for early-stage founders.

- The State may upgrade the Startup Punjab portal with real time analytics, multilingual interfaces and seamless integration with national funding schemes, thereby improving transparency and ease of access for entrepreneurs.

- The State may develop a dedicated marketplace for government tenders and work orders, simplifying the procurement process and increasing visibility of market access opportunities for startups.

- The State may deepen targeted support for women led and youth led ventures through additional grant programs, dedicated co working spaces, and focused capacity building workshops that address the unique challenges faced by these groups.

- The State may increase the number and geographic spread of incubators and acceleration centres, especially in Tier 2/3 districts, to foster manufacturing and hardware innovation outside the major urban hubs.

- The State may launch dedicated R&D and sustainability grant tracks that prioritize renewable energy, circular economy and climate tech solutions, encouraging collaboration between startups, research institutions and industry partners.

- The State may institutionalize regular capacity building programmes for ecosystem enablers—incubator managers, investors, mentors, covering emerging technologies, financing models and best practices in startup support.

- The State may adopt a data driven monitoring framework that continuously tracks key ecosystem metrics, identifies gaps early and enables agile policy adjustments.

- The State may promote international exposure by facilitating participation in global tech summits, arranging outbound delegations and creating platforms for Punjabi startups to showcase their innovations abroad.

11. Annexures

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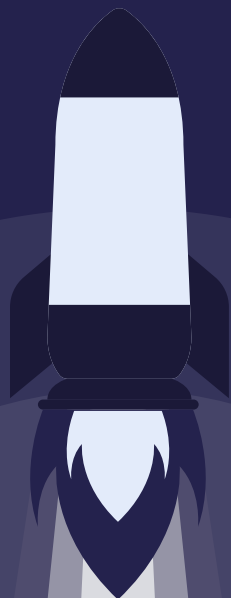
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