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5th Edition

States' Startup Ecosystem Ranking

Tripura

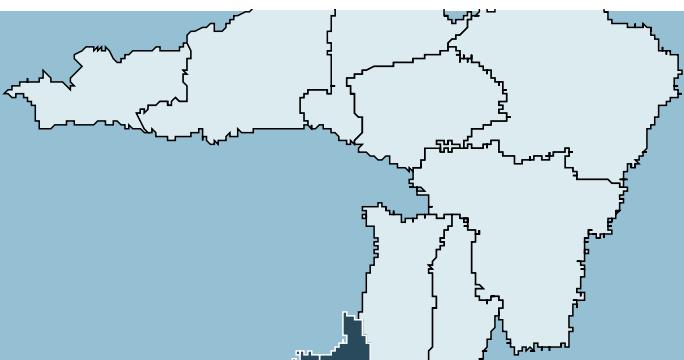
Aspiring Leader



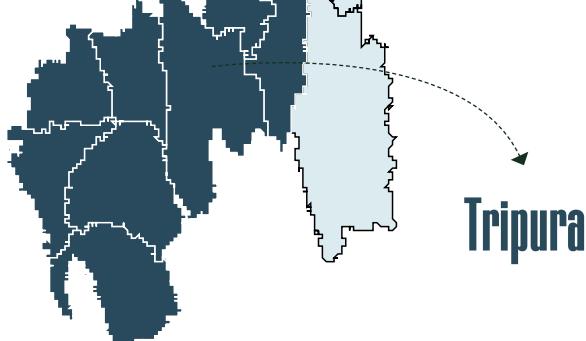
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1. About the State



Tripura recorded a Gross State Domestic Product (GSDP) of INR 0.9 Lakh Crore at current prices in 2024–25, growing at a CAGR of 12.6% over 2011-12.



Nestled in the northeastern region of India, Tripura is a land of lush green hills, fertile valleys, and rich cultural heritage. Bordered by Bangladesh on three sides, the state enjoys a strategic location that connects India to Southeast Asia, offering immense potential for cross-border trade and cooperation.

Economically, Tripura recorded a Gross State Domestic Product (GSDP) of INR 0.9 Lakh Crore at current prices in 2024–25, growing at a CAGR of 12.6% over 2011-12. With a population of around 36.7 Lakh (as per the 2011 Census), the state has demonstrated economic resilience marked by rising per capita income and

expanding market opportunities. Continued investments in connectivity, trade facilitation and rural development along with growing support for innovation and new business ventures are positioning Tripura as a dynamic economic centre in the Northeast.

The Department of Information Technology (DIT), Government of Tripura, acts as the nodal agency for fostering the startup ecosystem, supporting innovation through incubation programs, funding facilitation, and skill-development initiatives. By encouraging youth and women entrepreneurs, promoting technology-driven enterprises, and building industry-academia partnerships, Tripura is nurturing a culture of innovation and self-reliance.



2. State Startup Policies and Initiatives

2.1 State Startup Policies Initiatives

The Tripura Startup Policy 2024 aims to position Tripura as one of the leading innovation and entrepreneurship hubs in Northeast India by 2028. The policy envisions building a holistic startup ecosystem that nurtures innovation, promotes youth entrepreneurship, and creates employment opportunities within the state. Anchored by the Directorate of Information Technology (DIT), Government of Tripura, the policy focuses on strengthening incubation

infrastructure, fostering industry-academia collaboration, and promoting inclusive growth through innovation-driven enterprises.

Key Incentives for Startups under Tripura Startup Policy 2024:

● **Tri-Seed Funding (Idea Stage):**

Recognized startups are eligible for a one-time seed grant of INR 2 Lakh after receiving the official recognition certificate. This assistance helps entrepreneurs in transforming their innovative ideas into viable prototypes by covering initial development and operational costs.

- Operational Cost Reimbursement:**
 Eligible startups receive a monthly reimbursement of INR 20,000 for expenses like rent, electricity, and internet for up to one year. Additionally, women-led startups get a 10% extra reimbursement, and startups led by persons with disabilities receive a 20% extra benefit, promoting inclusivity in entrepreneurship.
- Prototype Development Assistance:**
 Recognized startups can avail reimbursement up to INR 10 Lakh for prototype or product development after proof-of-concept approval. This support covers manpower hiring, raw material procurement, and equipment costs – ensuring startups can move efficiently from idea to market-ready products.
- Marketing and Publicity Support:**
 To help startups commercialize their products, up to INR 5 Lakh is provided for marketing, branding, and promotion. This includes funding for digital marketing, trade fair participation, and advertising to enhance visibility and market reach.
- Patent Filing Reimbursement:**
 The policy reimburses up to INR 2 Lakh per Indian patent and INR 10 Lakh for international patents on a single subject matter. Startups receive 50% reimbursement upon filing and the remaining 50% after the patent is granted, encouraging innovation and intellectual property creation.
- GST Reimbursement:**
 Startups registered and operating in Tripura are eligible for GST reimbursement as per the Tripura Industrial Investment Promotion Incentive Scheme (TIIPIS), 2022, reducing operational costs and improving competitiveness.

- Procurement Preference and Tender Relaxation:**
 Tripura-based startups enjoy waivers on EMD and tender fees and are exempted from minimum turnover and prior experience requirements in government procurement. Moreover, startups quoting within 15% of the lowest bid can secure up to 50% of the supply order, ensuring preferential access to government contracts.
- 'Start-Up Cell' under the Directorate of IT:**
 A dedicated Start-Up Cell has been constituted under the Directorate of Information Technology, Government of Tripura (DIT) to act as the nodal point for startup facilitation, providing guidance, processing applications, and coordinating across departments.
- New Generation Innovation Network (NGIN) (for educational institutions):**
 This scheme supports innovation among students by enabling colleges and institutes to set up infrastructure, develop prototypes and convert ideas into enterprises. Grants are provided to host institutions for enabling this ecosystem.
- Student & Institutional Engagement via Incubation Infrastructure:**
 The Tripura University Business Incubator (TUBI), funded by the central government, offers labs, equipment and a platform for youth entrepreneurs to turn ideas into enterprise in Northeast India.

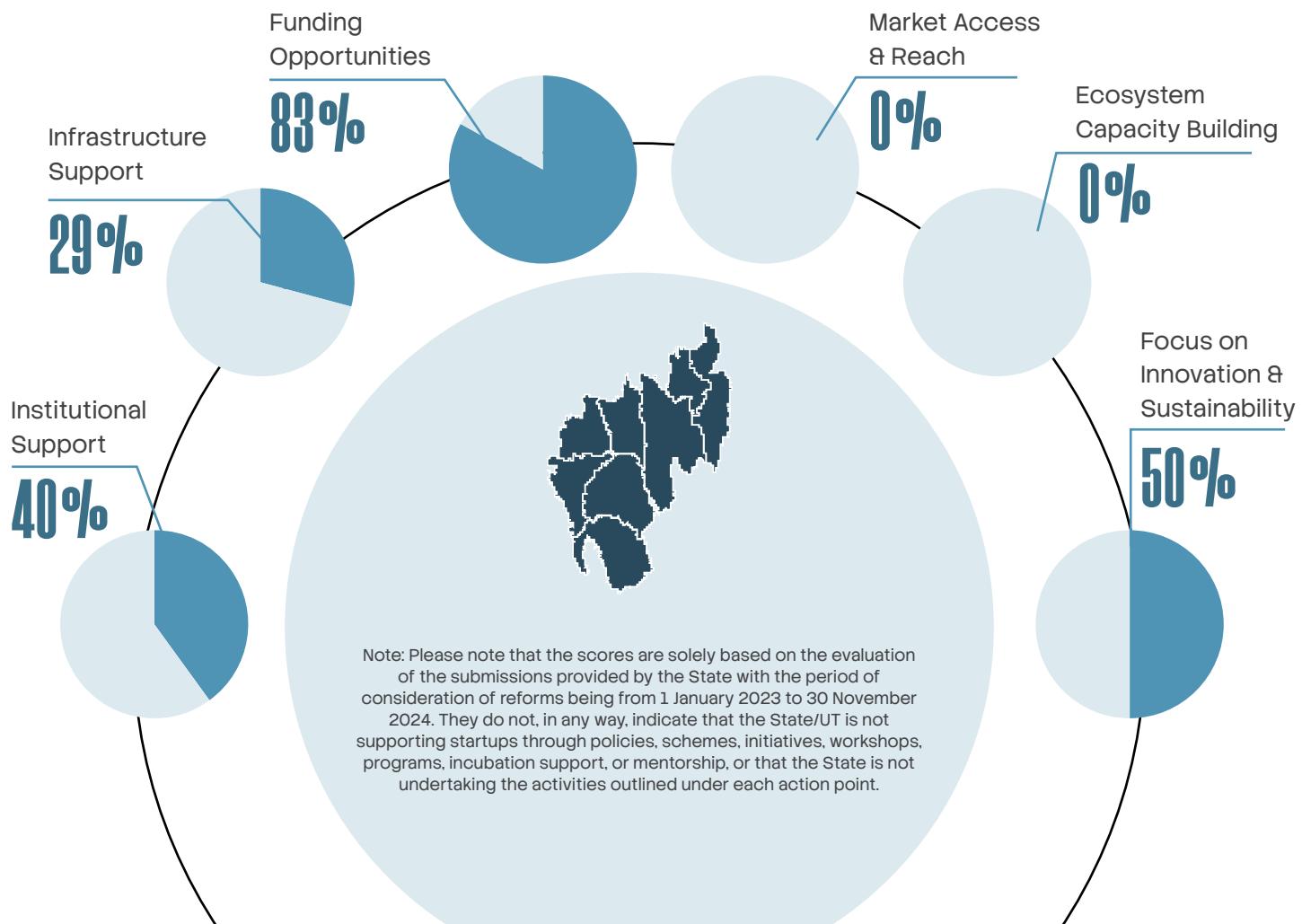
3. State Startup Ecosystem Ranking Results

Tripura participated in all 6 Reform Areas and 19 Action Points under the 5th 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 100th 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.

Overall, Tripura 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 Tripura



4. Reform Area 1 - 4. 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

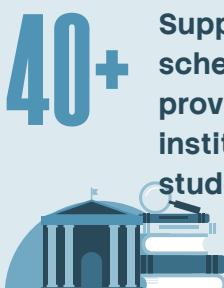


Action Point 5:
Entrepreneurial Growth in the
Social Innovation Landscape



Action Point 6:
Mentorship Support
Provided to Startups

4.2 Performance



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



Unique mentors
providing
mentorship support



Institutional support provided to Startups

Tripura has put in place an institutional framework to support startups under the Tripura Startup Policy. Several incentives have been extended under this scheme, including physical and software infrastructure support, management support, handholding, marketing development support, recruitment assistance, capacity building, among others.

Directorate of Information Technology of Tripura acts as the nodal agency for supporting all startups within the state. Tripura also has a nodal officer 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 Agriculture and Allied Fields (Horticulture, Tea industry), Bio Technology, Building Materials/Construction Technology, Electricity, New and Renewable Energy and Environmental sustainability, Education, Health and Pharmaceuticals, IT/ITeS, Food Processing among others.

To promote startups operating within the identified priority sectors, Tripura's Startup Policy provides various incentives including funding support, research and innovation support among others.

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. These include:

- **Startup operational cost reimbursement:** Reimbursement of INR 20,000/- per month is provided to the recognized Startups for the expenses incurred for operational and management of the entity such as electricity bill, rent, internet bandwidth cost etc. Women led Startups are eligible for additional 10% amount as reimbursement.
- **Financial assistance during prototype stage:** Need-based assistance as reimbursement up to INR 10 lakhs is provided to a recognized and certified Startup for hiring of manpower, cost of raw material / components and other related equipment required for the innovative process for the new product development after approval of Proof of Concept (PoC) by State Level Start-Up Council. Women led Start-Ups are eligible for additional 10% amount as reimbursement.

For the Growth of Young Entrepreneurs

Several initiatives have been undertaken for the growth of young entrepreneurs in the State. One such is the Innovation and Entrepreneurship Awareness program undertaken in Education Institutions to support student entrepreneurs.

Innovation and Entrepreneurship Awareness Program focused on R&D, design thinking, critical thinking, and incubation. The event featured expert talks that inspired and guided students, encouraging them to explore entrepreneurship and startup careers while equipping them with knowledge and skills for innovation.

Overall, during the evaluation period, the State implemented **40+ such comprehensive support structures / schemes / programs aimed at supporting student entrepreneurs.**

Entrepreneurial Growth in the Social Innovation Landscape

The State has extended targeted support to startups operating in the public welfare and social innovation space, under Tripura Startup Policy 2024, notified by Department of Information Technology. This includes financial assistance in form of rent reimbursement, recruitment assistance, PoC incentives etc.

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, **5+ mentors have been engaged to provide mentorship support to startups** within the State during the evaluation period.

5. Reform Area 2 - Infrastructure Support

5.1 Introduction

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

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

It covers 2 action points:



Action Point 7:
Access to Digital Infrastructure



Action Point 8:
Access to Physical Infrastructure

5.2 Performance

40+

Startups registered on
the State Startup portal

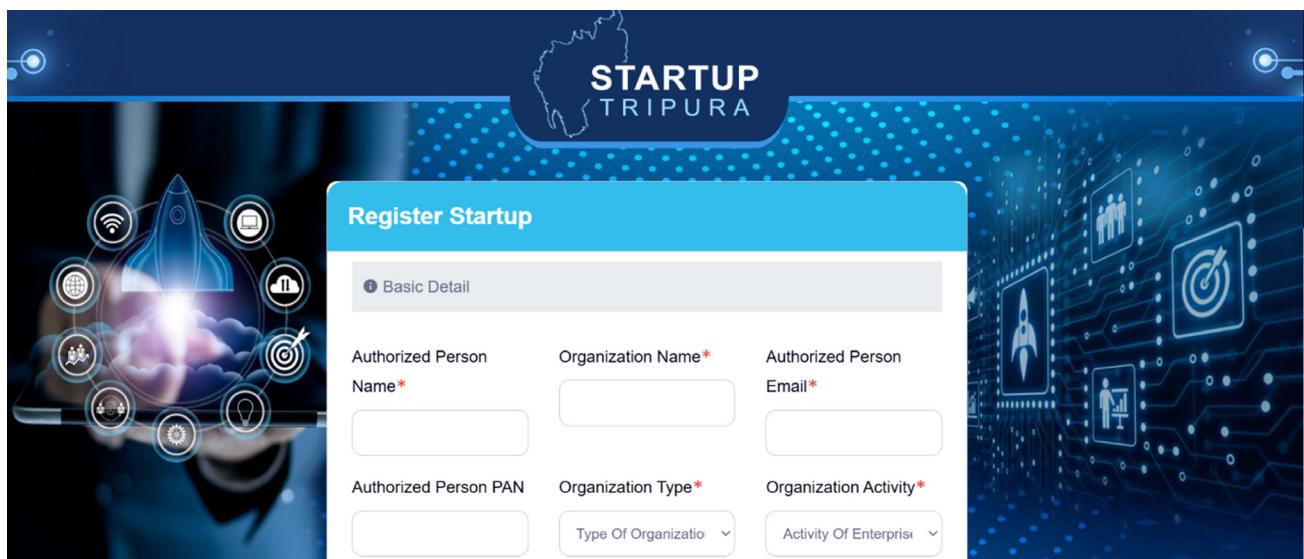


Access to Digital Infrastructure

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, **40+ 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.

Figure 2: Tripura's 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

6.2 Performance



Funds (Seed Fund, Venture Fund, or Fund of Fund for Startups, etc.) established



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.

A Startup Venture Capital Fund with a corpus of INR 25 crore has been established, with SIDBI Venture Capital Ltd. to support scalable ventures in Tripura. Investments will target innovative models, new technologies, and MSMEs at early and growth stages, with emphasis on manufacturing and service sectors.

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

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.

Key provisions for procurement preference and relaxations for startups under Tripura's Startup Policy:

Waiver of EMD and Tender fees:

Waiver of EMD and Tender fee payment for eligible Startups for similar kind of product/ services for which the relevant Startup has been recognized under the policy.

Procurement preference:

Subject to their meeting the quality, delivery and other specifications of the purchasing State Government Agencies, procurement preference will be given on all purchases by State Government Agencies – including Departments/ Corporations/ Public Sector Enterprises/ Autonomous Bodies/ Aided Institutions of the State Government – on Services/ Products developed in Tripura by eligible Startups of Tripura.

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

Capacity Building on Startup Ecosystem of India

The State has submitted details of **3+ sensitization workshops or programs** that have been conducted to familiarize officials with startup-related policies, regulatory frameworks, and the role of government in enabling entrepreneurship. These include 'Virtual workshop on Idea Validation to Prototyping', 'A seminar on 'Startup Ecosystem in Tripura' etc.

Number of Programs Conducted to Sensitize Ecosystem Enablers

The State has conducted targeted programs to sensitize existing and potential ecosystem enablers. These include 'IPR and its importance for Innovators and Entrepreneurs' at Techno College of Engineering Agartala, 'Scope of Startups in Healthcare' at Tripura Institute of Paramedical Sciences, 'Webinar on strategies for technology transfer and IP evaluation for startups' 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+

Startups focused on renewable energy, climate change, and sustainability



1+

Policy focused on renewable energy, climate change, and sustainability





Facilitating Research and Innovation in the State

Tripura has the special provisions for facilitating and fast-tracking Intellectual Property Rights (IPR) like patent, copyright, trademark, etc. for Startups. For instance, under Tripura IT/ITeS Startup Policy, 2019 startups are eligible for patent cost reimbursement up to INR 2 Lakh for each Indian patent and up to INR 10 Lakh for each foreign patent.

Support to Startups for a Sustainable Future

During the evaluation period, active policies or schemes supporting startups in the circular economy and sustainability domains included 'Guidelines regarding disposal of e-waste' in Tripura.

As per the documentary evidence submitted, the State has **supported 5+ 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 broaden support for priority-sector startups through policy-level interventions, such as clearer eligibility criteria, sector-specific incentives and streamlined approval processes.
- The state may clearly define who qualifies as a woman entrepreneur and strengthen targeted support for women-led startups through focused interventions.
- The state may strengthen existing incubators through enhanced financial and capacity-building support, while expanding the mentorship network with experienced industry and finance professionals.
- The state may focus on facilitating regular pitching platforms and investor engagement programmes to improve startup access to angel funding, equity financing, and debt instruments.
- The state may enhance startup participation in government procurement by organising targeted GeM workshops, demo days, buyer-seller meets, and department-led challenge programmes.
- The state may strengthen seed funding, venture funding, or fund-of-funds mechanisms and place greater emphasis on enabling effective connections between startups and investors through state initiatives and partnerships.
- The state may strengthen R&D support mechanisms for startups through targeted financial assistance, infrastructure access, and collaboration with academic and research institutions.



11. Annexures

List of Figures

Figure 1: Reform area wise scores for Tripura

Figure 2: Tripura's Startup Portal

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