



5th Edition

States' Startup Ecosystem Ranking Uttar Pradesh

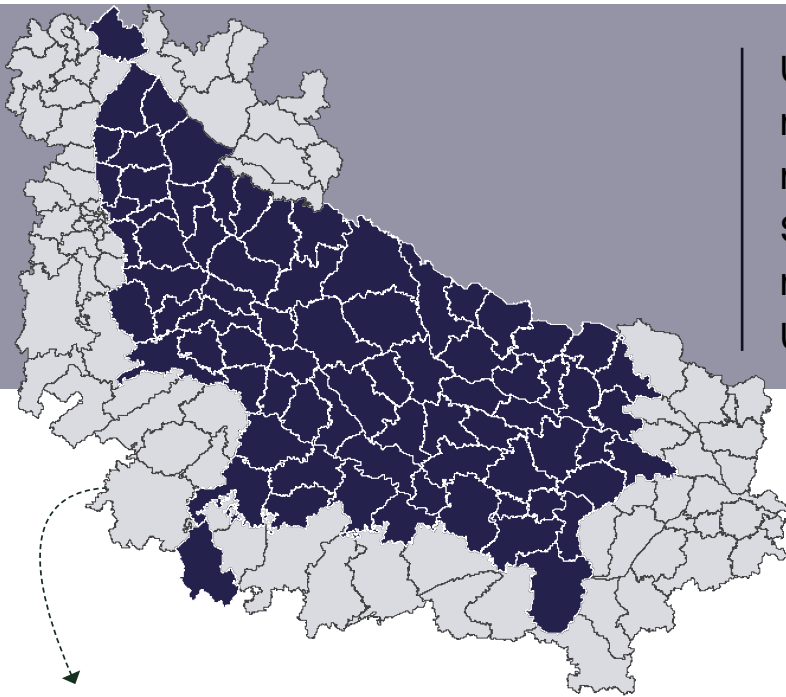
Top Performer



Table of Contents

About the State	04
State Startup Policies and Initiatives	05
State Startup Policies	
Key Initiatives Driving Growth	
States' Startup Ecosystem Ranking Results	07
Reform Area 1 - Institutional Support	08
Introduction	
Performance	
Reform Area 2 - Infrastructure Support	13
Introduction	
Performance	
Reform Area 3 – Funding Opportunities	15
Introduction	
Performance	
Reform Area 4 – Market Access & Reach	18
Introduction	
Performance	
Reform Area 5 – Ecosystem Capacity Building	20
Introduction	
Performance	
Reform Area 6 – Focus on Innovation & Sustainability	23
Introduction	
Performance	
Way Ahead	25
Annexures	26
Bibliography	27

1. About the State



Uttar Pradesh

Uttar Pradesh is the most populous state in India (Census 2011) with a population of 19.9 Cr and is country's third-largest economy. In FY 2024–25, the State's GSDP stood at INR 29.8 lakh Crore, growing at a CAGR of 12.3% over 2011–12, reflecting strong positive growth over the years. Between 2020–21 and 2024–25, it received FDI equity inflows of USD 435.83 Mn in 2024–25.

Uttar Pradesh Electronics Corporation (UPLC), operating under the Department

Uttar Pradesh's total exports recorded a CAGR of 7.61%, reflecting steady growth in the State's export performance. It received FDI equity inflows of USD 435.83 Mn in 2024–25.

of IT & Electronics, Government of Uttar Pradesh, serves as the nodal agency for the implementation of the Startup Policy 2020. The agency is tasked with fostering a conducive policy environment to support the sustained growth of the state's startup ecosystem.

The state has 7 approved Centres of Excellence (CoEs), for which incentives amounting to INR 27 Cr+ have been disbursed, reflecting the government's commitment to fostering innovation and strengthening institutional support for startups.



2. State Startup Policies and Initiatives

2.1 State Startup Policies

The Uttar Pradesh Startup Policy 2020 (First Amendment-2022) is the state's startup policy to foster innovation and entrepreneurship at the grassroots level. It aims to create employment opportunities, promote emerging technologies in specialized sectors, contribute to the state's economic growth, and empower the youth. The support provided to startups, both fiscal and non-fiscal, is as follows:

- Sustenance Allowance at the rate of INR 17,500 per month per startup for a period of one year
- Prototype Grant of up to INR 5 L per startup.
- Seed Capital in the form of Marketing Assistance up to INR 7.5L per startup up to 25 startups per incubator per year, to launch the Minimum Viable Product (MVP) in the market.
- Free incubation for 6 months at the government-owned/managed Largest Incubator, AKTU Innovation Hub, and the proposed 3 Centres of Excellence.
- Reimbursement of Patent filing cost - INR 2L for Indian patents and INR 10L for International Patents.
- Event participation Reimbursement to startups for participation in events – up to INR 50,000 for national events and INR 1L for international events.
- Permission available for 3-shift operations with women working at night for startups, subject to such units taking the prescribed precautions in respect of safety and security of employees, in addition to providing the required welfare and health amenities as prescribed under applicable labour laws and obtaining the necessary approvals from the competent authority.

2.2 Key Initiatives Driving Growth

The state has launched several key initiatives to drive startup growth by creating a supportive entrepreneurial ecosystem and fostering innovation.

- **Preference to Startups in Government Procurement:**

The government provides startups with procurement advantages through the GeM portal by exempting them from prior experience, turnover, and EMD requirements. It also encourages state agencies to allocate a portion of public procurement for startups, with special preference for those owned by women, Divyangjan, and transgender entrepreneurs.

- **Yuva Udyamita Vikas Abhiyan:**

This is a flagship initiative aimed at providing employment opportunities to lakhs of trained youth across the State.

- **i-Hub Uttar Pradesh:**

It is a hub & spoke model to make strategic interventions to develop a benchmark startup and incubation support system in Uttar Pradesh.

- **Funds of Funds:**

The Government of Uttar Pradesh has set up INR 1,000 Cr UP Startup Fund to enhance access to finance for startups across the state.

- **CoEs:**

Uttar Pradesh has established 7 approved CoEs.



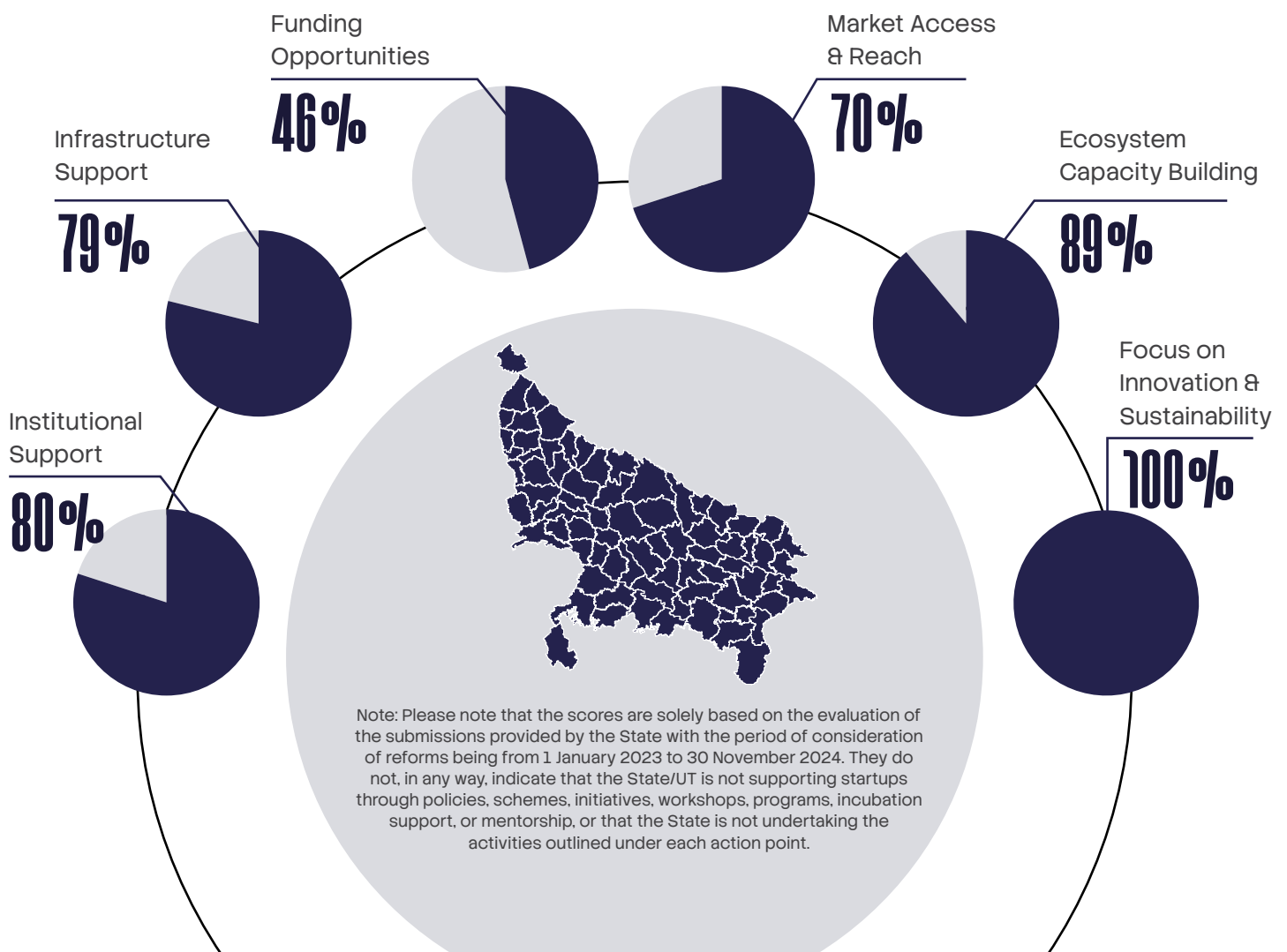
3. States' Startup Ecosystem Ranking Results

Uttar Pradesh participated in all 6 Reform Areas and 19 Action Points under the 5th edition of States' Startup Ranking Framework, and has been positioned as a "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 that Reform Area.

Overall, Uttar Pradesh 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 Uttar Pradesh



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

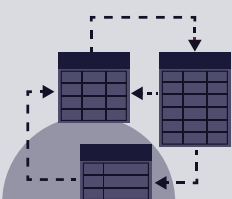


Action Point 6:
Mentorship Support Provided to Startups

4.2 Performance

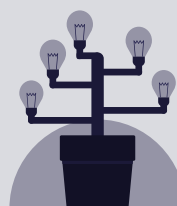
15+

Schemes/ initiatives/ activities and/ or programs provided in educational institutions to support student entrepreneurs.



380+

Startups supported in the priority sectors through scheme/ initiatives/policies or partnerships.



90+



Mentors provided mentorship support to the startups

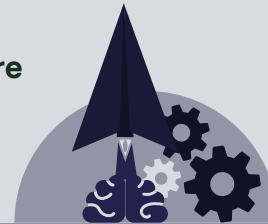
500+



Women-led startups supported for entrepreneurial development.

120+

Startups supported in public welfare space.



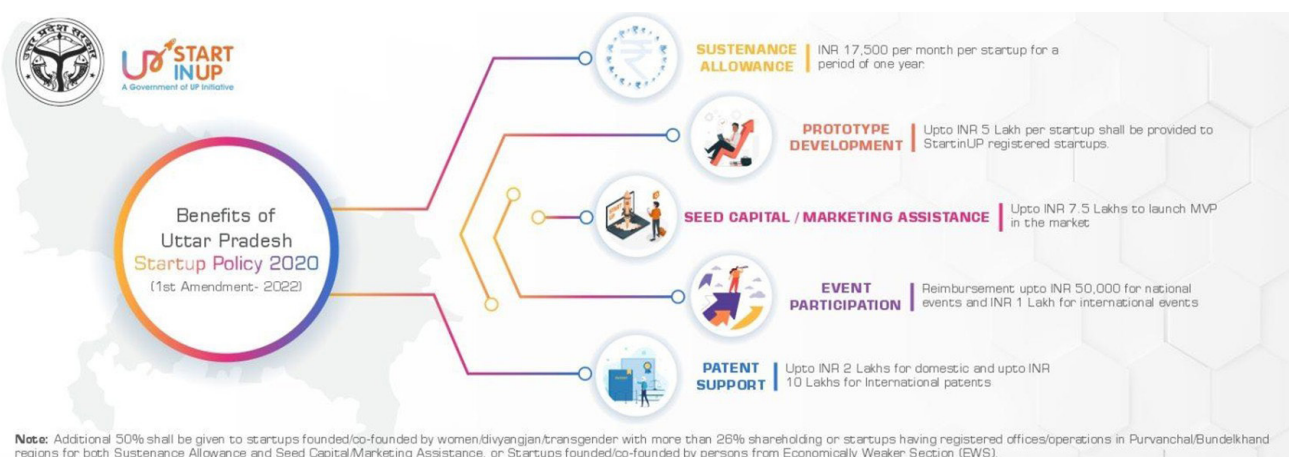
Institutional support provided to Startups

The State has put in place an institutional framework to support startups through its Uttar Pradesh Startup Policy 2020 (First Amendment 2022), with its nodal department being Department of IT & Electronics, Government of Uttar Pradesh. Several incentives have been extended under this policy, including sustenance allowance of INR 17,500 per month

for one year, prototype development grants up to INR 5 lakh, and seed capital or marketing assistance up to INR 7.5 lakh to support early market entry. The policy also reimburses patent filing costs up to INR 2 lakh for Indian patents and INR 10 lakh for international patents, along with support for participation in national and international events.



Figure 2: Benefits Provided by UP Startup Policy 2020



The policy adopts a strong inclusion and regional development approach by offering additional 50 percent incentives to startups with women, transgender, or Divyangjan cofounders, as well as those operating in Purvanchal and Bundelkhand, led by founders from economically weaker sections, or working in priority areas such as rural impact, circular economy, sustainability, renewable energy, and climate change. Complementing startup support, the policy provides capital and operational grants to incubators and up to INR 10 crore in grant-in-aid over five years for Centers of Excellence in emerging technologies.

The State also has a dedicated nodal officer (<https://startinup.up.gov.in/nodal-officer/>) and a dedicated team (<https://startinup.up.gov.in/startinup-team/>) responsible for startup promotion and facilitation.

In addition to the nodal department, multiple line departments across the State have extended institutional support to startups in the form of Scheme/Policy Incentives and support through EoDB and Infrastructure.

Various departments, other than the nodal department, have implemented startup-relevant schemes including Department of Horticulture and Food Processing, Export Promotion Council, Dairy Development Department, Department of Animal Husbandry, Tourism Department, among many others, **benefitting 280+ startups during the evaluation period.**

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. There are 120+ priority sectors including IT/ITeS, Fintech, Healthcare, IoT, Defence, Robotics, Engineering

goods, Leather, MSME, Tourism, among others.

To promote startups operating within the identified priority sectors, the State had 7+ schemes, initiatives / policies / activities operational during the evaluation period. Uttar Pradesh Startup Policy 2020 (First Amendment 2022), Uttar Pradesh Electronics Manufacturing Policy 2020 (First Amendment 2022), ODOP Scheme, PMFME Scheme in Uttar Pradesh, Uttar Pradesh Industrial Investment and Employment Promotion Policy 2022, Uttar Pradesh Export Promotion Policy 2020-25, and Uttar Pradesh Food Processing Industry Policy, among others.

As per the documentary evidence submitted, a total of **380+ unique startups have been supported across the identified priority sectors.** The support provided to startups included capital subsidy, event participation support, incubation support, recognition support, Seed capital and Marketing assistance, and Sustenance allowance.

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 Uttar Pradesh Startup Policy 2020 (First Amendment 2022), covering 25% incubation seats at Government of Uttar Pradesh recognized incubators to startups with women founders/co-founders on preferential and priority basis, additional 50% to startups founded/co-founded by women/divyangjan/transgender with more than 26% shareholding or startups having registered offices/ operations in Purvanchal/ Bundelkhand regions for both Sustenance Allowance and Seed Capital/ Marketing Assistance. In addition, non-fiscal benefits are also garnered to women-

led startups including permission for 3-shift operations with women working in the night for startups, subject to such units taking the prescribed precautions in respect of safety and security of employees. These measures aim to improve participation of women entrepreneurs across sectors and regions within the State.

As per the documentary evidence submitted, the State/UT has supported **500+ unique women-led startups during the evaluation period**. These startups are distributed across **49+ 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 include HDFC Startup BuildUP Program, GenAI Awadh Summit, Entrepreneurship Orientation Program, Bharat Pichathon 2.0 Uttar Pradesh, BaithakX-AIC BIMTECH, among others.

For instance, the State initiated HDFC Startup BuildUP Program on June 18, 2024, wherein Innovation Hub Uttar Pradesh, in association with HDFC Bank, organised an online session

for startups to explore the services and grants offered by HDFC Bank. This session provided valuable insights into how startups can benefit from the bank's offerings and support. The HDFC Startup BuildUP Program is an initiative aimed at supporting early-stage startups by providing them with the resources, mentorship, and funding necessary for growth.

In addition, the Innovation Hub, in collaboration with TensorFlow User Group Lucknow, Google, Lucknow AI Labs, GDG Lucknow, and AI partners Hunto AI and Orang, organized the Gen AI Awadh Summit on May 25 at Dr. APJ Abdul Kalam Technical University. The summit, attended by 150 IT professionals and students from various engineering colleges, focused on the latest advancements in AI. The "Build with AI" event featured hands-on workshops, panel discussions, and project showcases. Keynote speakers included Ankit Pal on Generative AI fundamentals, Madhurendra Sachan on cybersecurity risks, Prashant Shukla on visualizing text with Gemini, Abhishek Sahu on fine-tuning Google's Gemma, and Rishabh Gupta on the evolving AI workforce.

Overall, during the evaluation period, the State implemented 19+ such comprehensive support structures / schemes / programs aimed at supporting student entrepreneurs.

Figure 3: Glimpses of the GenAI Awadh Summit in Uttar Pradesh



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 Uttar Pradesh Startup Policy 2020 (First Amendment 2022). The interventions explicitly prioritize ventures working in rural impact, sustainability, circular economy, renewable energy, and climate change. Startups operating in these public interest sectors are eligible for enhanced financial assistance, including higher effective incentives through additional 50% benefits on sustenance allowance and seed capital, helping socially focused founders address early stage viability and funding constraints. Some of the key initiatives / events undertaken to promote social innovation include providing incubation support to startups working in this space.

As per the documentary evidence submitted, the State has supported **120+** startups operating in the public welfare sphere during the

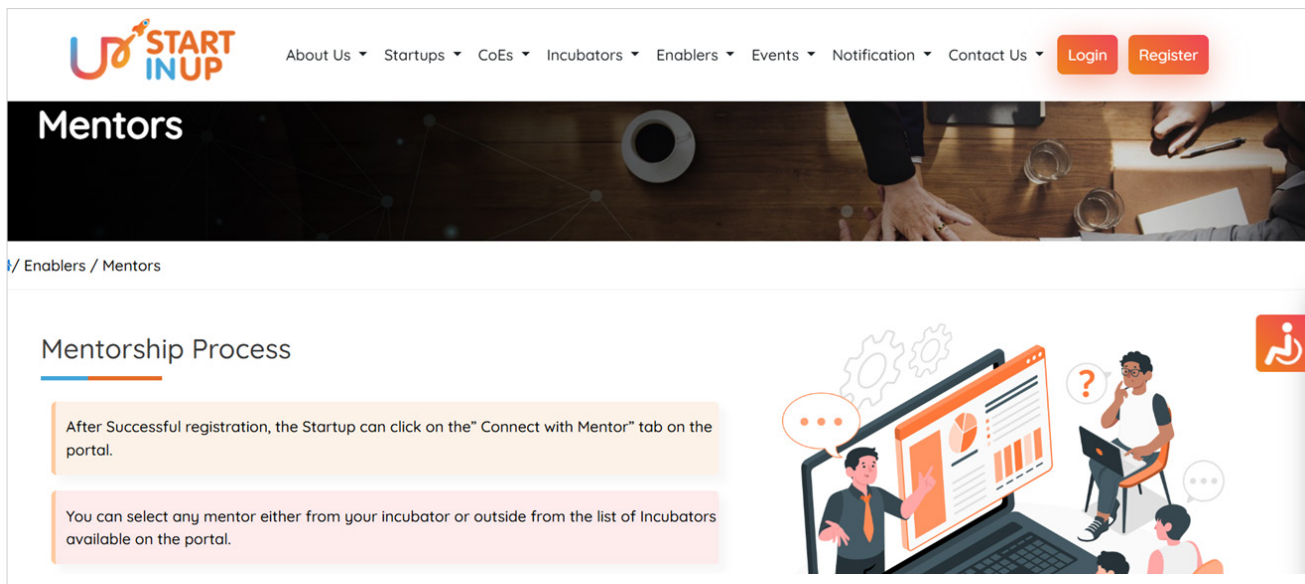
evaluation period. The State has also articulated a clear and publicly available criterion for identifying and qualifying public welfare startups, as outlined in the State's startup policy 2020 (First Amendment 2022).

Mentorship Support Provided to Startups

The State has facilitated structured mentorship support for startups as part of its ecosystem development initiatives by connects with dedicated and registered mentors in the state (<https://startupup.gov.in/mentors/>). In addition to the eased mentor registration process, the state has also delineated the process for startups to apply for mentorship support.

As per the documentary evidence provided, a total of **90+** mentors have been engaged to provide mentorship support to startups within the State during the evaluation period.

Figure 4: Mentorship process under UP Startup



The screenshot displays the 'UP START IN UP' portal. The navigation bar includes links for About Us, Startups, CoEs, Incubators, Enablers, Events, Notification, and Contact Us, along with Login and Register buttons. The main header is 'Mentors'. Below it, the breadcrumb trail shows 'Enablers / Mentors'. The section is titled 'Mentorship Process' and contains two instructional boxes:

- After Successful registration, the Startup can click on the "Connect with Mentor" tab on the portal.
- You can select any mentor either from your incubator or outside from the list of Incubators available on the portal.

To the right of the text is an illustration of a person presenting data on a large screen to a group of people, with gears and a question mark symbol above them.

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

1,140+

**Startups registered
on the State
Startup Portal**



10+

**Existing incubators
upgraded**



7+

**New manufacturing
incubators
established**



The State offers an active grievance redressal mechanism to the startups. The State startup portal is further accessible to the people with disabilities and in the official language.

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, **1140+ 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 (<https://startinup.up.gov.in/grievance-feedback/>). The portal claims to resolve queries in 15 working days. Besides, the portal is accessible in the local or official language of the State/UT and has provisions to support accessibility for persons with disabilities (as indicated below).

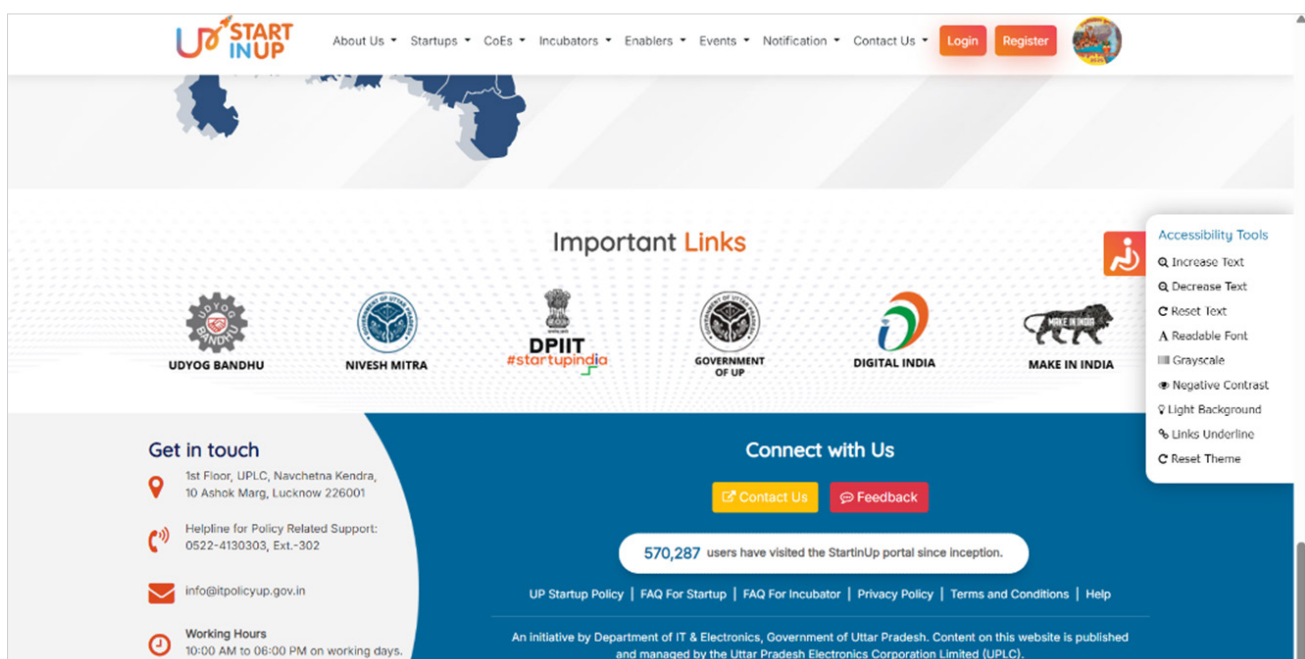
Access to Physical Infrastructure

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 Galgotias Incubation Centre for Research Innovation Start-up and Entrepreneurship (GICRISE); IIMT Ladder Business Foundation; Invertis Innovation and Incubation Foundation; Shri Venkateswara University-Amroha; UP Institute of Design, Noida-Gautam Buddha Nagar; Meerut Udyami Foundation; and NGI Incubator, among others, while **10+ existing incubators were upgraded.** These include Atal Incubation Centre – BHU and BIMTECH, Bionest BHU, Amity Technology Incubator, among many others.

As per the documentary evidence submitted, a total of **770+ unique startups have received incubation or acceleration support across State-supported incubators and accelerators during the period of consideration.**

Figure 5: Page accessible to People with disabilities



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 through state-supported fund



6+



Initiatives undertaken by the undertaken by state to promote angel funding/equity financing/debt financing.

Access to Funding

The State has instituted dedicated funding mechanisms to improve access to capital for startups. UP Startup Fund houses provision for startups working in priority sectors in the state.

In addition to direct funding instruments, the State has initiated collaborative funding provisions for startups in partnership with banking and financial institutions through SIDBI supported fund. As per the documentary

evidence submitted, details have been provided on sanctioned funding, proof of release of funds, total amount disbursed during the evaluation period, and associated sanction letters.

UP Electronics Corporation Limited (UPLC) (Department of IT & Electronics, Government of Uttar Pradesh) and Small Industries Development Bank of India (SIDBI) signed an MoU for establishment of an INR 1000 Crore UP Start-up Fund. The Fund shall be professionally managed by SIDBI, the Fund Manager.

Figure 6: Features of UP Startup Fund

Overview of UP Start-up Fund	
1. Principal Features of UP Start-up Fund	
Name of Fund	UP Start-up Fund
Fund Manager	Small Industries Development Bank of India (SIDBI)
Fund Size	INR 1000 Crore
Fund Life/Tenure	The tenure of the AIF supported under UP Start-up Fund will be initially upto 12 years from the date of final closing
Investment Focus	Investments from UP Start-up Fund shall be across all sectors, supported by technology
2. Eligibility criteria for start-ups for UP Start-up Fund	
The UP Start Up Fund shall invest in Start-ups, qualifying the following requirements:	
<ul style="list-style-type: none">The entity should be registered in Uttar PradeshThe AIFs supported under UP Startup Fund, shall invest in Start-ups, qualifying the requirements mentioned in UP IT & Start-up Policy 2016Any other condition as decided by Government of Uttar Pradesh in consultation with SIDBI	

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 **35+ 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 **6+ state-led programs featuring SIDBI UP Startup Fund Pitching session**; Perfect Pitch Workshop; Leap Ahead Start-Up Summit jointly organized by MIETY and STPI at Chandigarh; Pitch-in competition; Idea Pitching Competition; and Celebration on National Startup Day & pitching Session, among others.


Through initiatives such as Perfect Pitch, Startathon, Startup Mahakumbh, and Leap Ahead Startups, the State strengthens startup pitching capabilities, promotes recognition, enables networking, and encourages innovation.

Figure 7: Pitch Worskshop conducted by MIET Incubation Forum



MIET Incubation Forum

(Approved by Ministry of Micro Small and Medium Enterprises, Startup India and Start in UP)



Report of Conducted Activity / Event # Perfect Pitch Workshop 2023-2024

1	Date of Conduct	:	10-05-2024
2	Name / Title of the Activity / Event	:	Perfect Pitch Workshop
3	Conducted / Organized by	:	Incubation Cell
4	Mode of Conduct	:	Offline
6	Targeted Beneficiary (Students / Faculty / Industry / Alumni Society etc.)	:	Students
7	Total No. of Participants	:	200
8	Name of External Agency Involved	:	NA
9	Total Expenditure	:	NA
10	Received Grant Funds Given By	:	NA
11	Outcome of the Event (Learning Benefits to Student / Career / Faculty/ Institute / Environment / Society etc.)	:	The event enhanced pitching skills, provided networking opportunities, praised startups like Green Kyari Pvt Ltd, and fostered
12	POs addressed by this activity	:	P08, P010, P012

PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
Engineering knowledge	Problem Analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The Engineer and Society
PO 7	PO 8	PO 9	PO 10	PO 11	PO 12

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

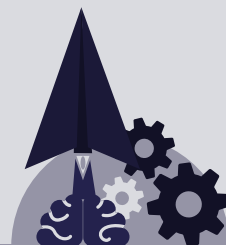
130+

Tenders/RFPs floated
by the state govt/
PSUs



15+

Startups awarded
purchase orders



75+

Unique 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. Such relaxations include exemptions from prior turnover requirements, no prior experience requirement, by departments such as Energy Department, Food Safety and Drug Administration Department, Home Department, Infrastructure and Industrial Development Department, Medical Health and Family Welfare Department, Planning department, among others.

As per the documentary evidence submitted, the State has floated **130+ tenders or RFPs during the evaluation period that incorporated startup-specific relaxations.**

Number of 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 Medical Education Department, Horticulture and Food Processing Department, Secondary Education Department, UP Electronics Corporation Ltd., and UP Small Industries Corporation Ltd., among others.

As per the documentary evidence submitted, **15+ startups have been awarded purchase orders or work orders during the evaluation period, each valuing more than INR 1 Lakh.** These startups were distributed **across 11+ districts within the State.**

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 **75+ market access initiatives**, including Demo days, buyer-seller meets, startup expos, international delegations, accelerator-linked market access programs, among others, designed to improve visibility, customer acquisition, and business expansion opportunities for startups.

Uttar Pradesh participated in the Bengaluru Tech Summit (BTS 2024), themed Unbound, showcased innovations in IT, Deep tech, ESDM, Biotech, and Startups, providing startups and enterprises with market access, mentorship, and networking opportunities. The summit saw over 50,000 attendees, including industry leaders and innovators, with delegates from 51 countries forging partnerships with nations

Figure 8: Varanasi Startup Summit organised by AIC, BHU, Varanasi



like Germany, Finland, the US, Japan, and Sweden, making it an international platform. Key initiatives included the Global Capability Centre policy, space tech policy, and Nipuna tech-skilling program. Uttar Pradesh highlighted policies and local startups, strengthening their presence in national and global innovation ecosystem.

Another major event was the Varanasi Investor Startup Summit hosted by Uttar Pradesh in 2024. It hosted **200+ startups from more than**

five different states, along with a diverse group of visitors, speakers, and participants. The presence of multiple state-level stakeholders and startups from across India confirms its national-level significance. The event featured over 45 pitch sessions, a startup pitch competition under the Atal Incubation Centre, and interactive demo booths. Startups showcased their products and business models to investors, explored funding opportunities, and engaged in one-on-one networking.

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.

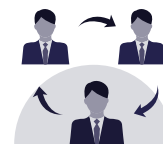
It covers 3 action points:



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

10+

Sensitization workshops conducted



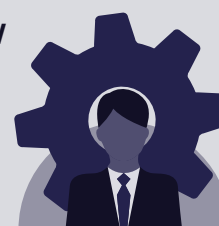
140+

Unique State-sponsored incubators trained



18+

Workshops/ programs conducted



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

During the evaluation period, **10+ sensitization workshops or programs have been** conducted to familiarize officials with startup-related policies, regulatory frameworks, and the role of government in enabling entrepreneurship. These sensitization workshops covered topics such as Policy and regulations related to Startup ecosystem in India, Startup India Session on benefits, Role of State government to encourage entrepreneurship, National and Global Best Practices, and Innovative solutions for department specific problems.

As per the documentary evidence submitted, officials from **18+ State departments have participated in these sensitization programs.**

Some of the capacity building workshops include Sensitization Workshop with

Department of Dairy, Department of Fisheries, Department of Horticulture and Food Processing, Department of Infrastructure and Industrial Development, Rural Engineering Department, Tourism Department, 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.

As per the documentary evidence provided, **140+ State-supported incubators have participated** in capacity development workshops during the evaluation period. Some of the workshops conducted for incubators

including Incubator GeM Capacity Development Workshop, Orientation of MIET Incubation Forum with officials of Jazaa Organisation, SLUSH 2023 organized by SLUSH Finland, Uttar Pradesh Incubators Meet, Virtual Incubator Manager Training Program, among others.

Number of Programs Conducted to Sensitize Ecosystem Enablers

The State has conducted targeted programs to sensitize existing and potential ecosystem enablers, focusing on areas including Knowledge-based sessions, Masterclasses & one-on-one interactions to facilitate investor to investor connects, Basics of Angel Investment, Exit opportunities for angels, Successful case studies of angel funded companies, Guidance to mentors on shift to investment and how to make the transition to investing, and Lectures on Framework for Effective Mentoring, among others, and have been designed to encourage greater engagement with startups at various stages of growth.

As per the documentary evidence submitted, the State/UT has conducted or supported **18+ sensitization programs and workshops** during the evaluation period. For example, Meeting with PUM Expert, AIC MIET Foundation, IPEC TBI, Meerut Udyami Foundation and Dr. Swapan

Suman; Ecosystem Enabler Sensitization Workshop; Investor Meet 1.0 and 2.0; Mentorship sessions on "Cultivating a global mindset: Developing the skills for Success in International Business' for Students and Startups" and " From Mind to Market: The Journey of an Idea to a Startup", among others.

Guidance & Investor Connect Workshop – Lucknow (October 2023) Organized by StartinUP and The Catalysts Lab, the workshop facilitated startup–investor engagement through pitching sessions and panel discussions. The discussions highlighted the importance of integrating rural and agricultural sectors into business models while addressing financial sustainability and scalable growth strategies.

Amrit Kaal for UP Startups" Conference – Noida (February 2024) The conference marked a key milestone for Uttar Pradesh's startup ecosystem. Hosted by SIDBI, SIIC–IIT Kanpur, and StartinUP, it unveiled an ambitious 25-year vision to position the state as a global startup hub. Senior government officials and more than 50 venture capital firms participated in discussions on strategic initiatives, including the ₹1,000 crore UP Startup Fund and avenues for enhanced venture capital infusion. With a strong focus on innovation, infrastructure, and policy support, the event set the stage for sustained entrepreneurial growth in the state.



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

3+



Active policies for Startups focused on renewable energy/ sustainability

120+

Startups focused on renewable energy, climate change and sustainability supported





Initiatives Undertaken by the State/UT 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 through UP Startup Policy 2020 (First Amendment 2022). The State provides Intellectual Property Rights ('IPR') and Research and Development support to the Startups. The State supported startups with IPR reimbursement from priority sectors-Healthcare & Lifesciences, Information & Technology, Agriculture, Food & Beverages, Education, Travel & Tourism.

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 State has Bio-Energy, 2022 where each startup producing/using Green Hydrogen/Ammonia gets a maximum financial incentive of INR 25 Lakhs per year for 5 years. Only those startups which are registered under incubators of any educational institutions will be eligible for financial incentives. 20% incentive allocated to startups is made available to the incubators as financial incentive for activities like Capacity Building, Hackathon, Events, and administrative expenses etc.

As per the documentary evidence submitted, the State/UT has supported **120+ 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 strengthen coordination among the nodal department and line ministries to ensure policy alignment and seamless delivery of incentives across all sectors.
- The State may expand the mentor-matching platform and recruit sector-specific experts to provide continuous, structured guidance for early-stage founders.
- The State may enhance the digital startup portal with real-time analytics, multilingual support and tighter integration with national funding programs to improve accessibility and transparency.
- The State may broaden market-access initiatives by creating a dedicated marketplace for government tenders and work orders, simplifying the procurement process for startups.
- The State may deepen support for women-led and youth-led ventures through targeted grant schemes, dedicated co-working spaces and capacity-building workshops.
- The State may increase the number and geographic spread of incubation and acceleration centers, especially in tier-2 and tier-3 districts, to foster manufacturing and hardware innovation.
- The State may launch dedicated R&D and sustainability grants that focus on renewable energy, circular economy and climate-tech, encouraging collaboration between startups, research institutions and industry.
- The State may institutionalize regular capacity-building programs for ecosystem enablers such as incubator managers, investors, mentors, covering emerging technologies, financing models and best practices.
- The State may adopt a data-driven monitoring framework that tracks ecosystem metrics, identifies gaps early and enables agile policy adjustments.
- The State may promote international exposure by organizing more participation in global tech summits and facilitating outbound delegations for startups to showcase their solutions abroad.

11. Annexures

List of Figures

Figure 1: Reform area wise scores for Uttar Pradesh

Figure 2: Benefits Provided by UP Startup Policy 2020

Figure 3: Glimpses of the GenAI Awadh Summit in Uttar Pradesh

Figure 4: Mentorship process under UP Startup

Figure 5: Page accessible to People with disabilities

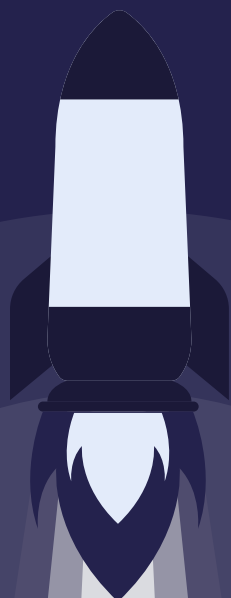
Figure 6: Features of UP Startup Fund

Figure 7: Pitch Worskshop conducted by MIET Incubation Forum

Figure 8: Varanasi Startup Summit organised by AIC, BHU, Varanasi

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