



सत्यमेव जयते

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade



STATES' STARTUP ECOSYSTEM RANKING

5th Edition



#startupindia

JUNE 1, 2024

Vision

The States' Startup Ranking Exercise is integral in aligning and boosting the key players of the startup economy, synergize innovation, and development among the States and Union Territories to cumulatively forge the path ahead for India's self-sustenance and self-reliance.

- The Ranking Exercise will employ a systematic approach towards recognising States and Union Territories with mature and nascent Startup Ecosystems.
- The exercise will provide impetus to all enablers within States and Union Territories to maintain a conducive environment for Startups.
- The intent is to establish an institutional framework for the Golden Triangle of Government, Private Sector, and Academia to join hands and augment the Startup Ecosystem in the country.

General Principles

1. The framework would evaluate progress made from **1st January 2023 to 30th September 2024**. Consequently, submission of documentary evidence by states and union territories through the States' Startup Ranking Portal will need to be submitted by **20th October 2024**.
2. For the purposes of evaluation, all States and UTs have been divided into two categories: **Category A and Category B**. Category A has been further divided into two sub-categories, namely A1 and A2.
3. The scores of various aspects in the framework may be divided into the following categories:
 - a) Absolute Scoring
 - b) Relative Scoring
 - c) Private Ecosystem Assessment
 - d) Feedback Survey Scoring
4. **Scoring Details:**
 - a) Absolute Scoring - Scores will be awarded basis the documentary evidence submitted by states and UTs in compliance with reform areas and action points of the 5th edition of the framework.
 - b) Relative Scoring - Relative Scoring will be conducted separately for Category A and Category B. The State/UT with maximum accepted value of metric will serve as benchmark. States/UTs will be awarded score according to their percentile, vis-à-vis maximum value of metric for any State/UT.
 - c) Private Ecosystem Research - Scores will be awarded on the basis of private ecosystem mapping and will amount to 10% of the total score.
 - d) Feedback Survey Scoring - Scores will be awarded on the basis of survey responses and will amount to 15% of the total score.

Sl. No.	Components	Description
A.	Based on Documents submitted by States and Union Territories With 75 % Weightage	<ul style="list-style-type: none"> - Absolute Scoring - Relative Scoring - Absolute + Relative Scoring
B.	Private Ecosystem Mapping With 10 % Weightage	<ul style="list-style-type: none"> - Research, Analysis & Mapping of the Private Ecosystem Enablers
C.	Garnering Feedback from Startups across States & Union Territories With 15 % Weightage	<ul style="list-style-type: none"> - Feedback Survey Scoring

Private Ecosystem Mapping

Mapping of the Private Ecosystem will be undertaken to analyze the extent of synergies being created between the private ecosystem and Startups within each State and UT. Through this exercise, the quality and quantity of the ecosystem created by private stakeholders will be evaluated across States and Union Territories, covering access to private capital, Startup support infrastructure, industry-specific support, corporate innovation, market access, entrepreneurial culture, global expansion, ecosystem connectivity, and diversity and inclusion initiatives, providing insights into the dynamic Startup landscape.

The exercise will map the following criteria across states and UTs to understand the private ecosystem:

1. Number of Soonicorn and Unicorn Startups
2. Private Infrastructure
3. Access to Private Capital
4. Entrepreneurial Culture and Talent Development
5. Ecosystem Connectivity and Community Engagement
6. Diversity and Inclusion

This exercise will map the support provided directly or indirectly by private ecosystem stakeholders such as investors, accelerators, coworking spaces, pantheon, and unicorns.

It will evaluate the quality and quantity of the ecosystem created by private stakeholders to encourage further improvement and foster a conducive environment for Startups in the states & UTs.

Feedback Mechanism

Feedback Mechanism

- Registered stakeholders with the Bharat Startup Ecosystem Registry of Department for Promotion of Industry and Internal Trade (DPIIT) will be considered as “Registered stakeholders” for research study.
- States and UTs shall provide contact details of all registered stakeholders in the State/UT in the format shared by DPIIT.
- 50% positive feedback will result in acceptance of the survey results.

Tentative Feedback Questionnaire

1. Do you know of any sectoral policies dedicated to Startups in your state?
2. Do you know about any mentorship support provided within your State/UT?
3. Do you know about any kind of accelerator programs in your State/UT?
4. Does your Startup focus on the identified priority sector of your State/UT? If yes, have you received any kind of support from your State/UT?
5. Does your Startup have a female founder, and have you received any kind of support or special incentives?
6. Have you resolved any query you had using the grievance portal or helpline for Startups in your State/UT?
7. Have you received any kind of funding support?
8. Have you attended any kind of event to connect with investors?
9. Have you received any opportunity to showcase your product/service either domestically or internationally or both?
10. Does Startup focus on renewable energy, climate change or sustainability? If yes, has your Startup received any kind of support from your State/UT?
11. Did you attend any pitching session/networking event/workshop?

Ranking Framework Overview

S. No.	Reform Area	Score	Action Points (APs)	APs with Absolute Scoring	APs with Relative Scoring
1	Institutional Support	25	6	6	1
2	Infrastructure Support	12	2	2	0
3	Funding Opportunities	12	3	3	0
4	Market Access & Reach	11	3	2	3
5	Ecosystem Capacity Building	9	3	2	1
6	Focus on Innovation and Sustainability	6	2	2	0
Total		75	19	17	5

Combining the Overall Scores

1. Based on scores on all action points, overall scores for each State or UT shall be calculated.
2. Within each category, States and UTs will be graded based on their relative performance into 3-5 grades.
3. Best-performing States/UTs shall also be graded in each framework pillar to recognize their performance.
4. In addition, individual officers shall also be awarded for their significant contribution to strengthen Startup ecosystem under their jurisdictions.

Categorization of States and Union Territories (UTs)

The categorization in this year's framework aims to bring uniformity in the evaluation process and bring all the States and UTs on a level-playing field.

While there will be two distinct categories - Category A and Category B, a further subdivision has been incorporated within Category A as listed below.

1. Under Category A,

- **Category A1** includes all State/UTs with a population of more than 5 crores.
- **Category A2** includes all State/UTs with a population of more than 1 crore and less than 5 crores.¹

2. Category B includes all States/UTs with a population of less than 1 crore.²

Categorization as below:

States and UTs within CATEGORY A			
Sr. No.	Category A1	Sr. No.	Category A2
1	Bihar	1	Andhra Pradesh
2	Gujarat	2	Assam
3	Karnataka	3	Chhattisgarh
4	Madhya Pradesh	4	Haryana
5	Maharashtra	5	Jammu and Kashmir
6	Rajasthan	6	Jharkhand
7	Tamil Nadu	7	Kerala
8	Uttar Pradesh	8	NCT of Delhi
9	West Bengal	9	Odisha
		10	Punjab
		11	Telangana
		12	Uttarakhand

¹ Census 2011

² Census 2011

States and UTs within CATEGORY B	
Sr. No.	Category B
1	Andaman and Nicobar Islands
2	Arunachal Pradesh
3	Chandigarh
4	Dadra and Nagar Haveli and Daman and Diu
5	Goa
6	Himachal Pradesh
7	Ladakh
8	Lakshadweep
9	Manipur
10	Meghalaya
11	Mizoram
12	Nagaland
13	Puducherry
14	Sikkim
15	Tripura

Reform Area 1:
Institutional Support

1. Support Provided to Startups by State/UT Department(s)

Questions	<p>1. Does your State / Union Territory have an active State Startup Policy, Nodal Officer, Nodal Department and Dedicated Team to support Startups?</p> <p>2. Details of institutional support to Startups by departments other than the Nodal Department. (Not including support from Nodal Department)</p>			
Scoring Criteria	Absolute Scoring			
Scoring Metric	<p>1. Yes / No</p> <p>2. For Q2:</p> <p>a) Number of Startups availing institutional support (other than the Nodal Department) for Category A</p> <p>b) Number of departments (other than the Nodal Department) providing institutional support to Startups for Category B</p>	Score	<p>For Q1: Max Score - 2</p> <p>❖ Yes = 2</p> <p>❖ No = 0</p> <p>For Q2: Max Score - 3</p> <p><u>For Category A</u></p> <p>❖ >100 Startups = 3</p> <p>❖ 51-100 Startups = 2</p> <p>❖ 1- 50 = 1</p> <p><u>For Category B</u></p> <p>1 score for each department* (*3 departments = 3 scores)</p>	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	<p>a) G.O. / Notification citing Nodal Department.</p> <p>b) List of Departments providing Institutional Support to Startups.</p> <p>c) List and number of Startups that have availed incentives scheme wise.</p> <p>d) Details of support provided.</p> <p>e) Total number of schemes and policies facilitating Startups in the State/UT.</p> <p>f) Policy Documents/Amended Policy Documents for the above, if any.</p> <p>g) List of Government Orders or notifications for renewal/upgradation of policies for Startups, if any.</p>			
	<p><u>Mandatory:</u></p> <p>1. Details of State Startup Policy including amendments if any, nodal officer, nodal department to be provided.</p> <p>2. State government departments providing institutional support to Startups during the period of consideration (excluding the nodal department) in the form of program facilitation, grand challenges, initiatives, etc. will be considered for the purpose of evaluation.</p>			

Guidelines

3. Institutional support by State/UT may include but not limited to support in the form of Policy Formulation, Policy Renewal, facilitation by various Departments, other support in the form of programs, hackathons, grand challenges, incubation support, funding support, open data APIs etc. All mentioned can be submitted for evaluation.
4. Details of support and benefits provided to Startups, incubators or other Startup ecosystem stakeholders must be part of the policy document and submitted, provided support is during the period of consideration.
5. Beneficiary list of Startups pertaining to institutional support facilitated by various departments is mandated to be submitted.
6. If support provided is in aspects of procurement or any other related support, submission of work order is mandated.
7. A multi-department program will be counted as one program from the government department leading the program for Category B states / UTs.
8. Details of support provided should include the type of support given by department, extent of support and date of provision.
9. Details about the existing schemes and policies that have been renewed recently or are under the process of renewal.
10. Response for this Action Point shall be considered for purpose of evaluation only if the benefits have been provided to Startups, incubators or other Startup ecosystem stakeholders during the period of consideration.

Recommended:

11. Details about the Active State Startup Policy, and composition of the Dedicated Team.
12. Activities undertaken to support Startups in collaboration with the Nodal Department shall be considered for the purpose of evaluation, given that department- wise details of support provided are made available.
13. Government orders and notifications are not mandatory for Hackathon and other such events.
14. In addition to Startup specific support in policies, provisions related to ease of doing business, infrastructure development and entrepreneurial support can also be submitted. Sector specific policies with these provisions can also be submitted, given that beneficiary list of Startups is submitted along with.

2. For Development with a Futuristic and Disruptive Focus

Questions	1. Have Priority Sectors been identified in your State / Union Territory? If yes, share list of identified sectors. 2. How many schemes/initiatives/policies/activities/partnerships have been launched by the State/UT to develop the Priority Sectors in Startup Ecosystem? 3. How many Startups are being supported in the identified Priority Sectors?			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Yes / No 2. Number of schemes / initiatives / activities launched to develop Priority Sectors 3. Number of unique Startups supported in Priority Sectors	Score	<p>For Q1: Max Score - 1</p> <ul style="list-style-type: none"> ❖ Yes = 1 ❖ No = 0 <p>For Q2: Max Score - 3</p> <p><u>For Category A</u></p> <ul style="list-style-type: none"> ❖ >6 = 3 ❖ 4 - 6 = 2 ❖ 1 - 3 = 1 <p><u>For Category B</u></p> <ul style="list-style-type: none"> ❖ >3 = 3 ❖ 2 - 3 = 2 ❖ 1 = 1 <p>For Q3: Max Score - 3</p> <p><u>For Category A</u></p> <ul style="list-style-type: none"> ❖ >130 = 3 ❖ 66 - 130 = 2 ❖ 1 - 65 = 1 <p><u>For Category B</u></p> <ul style="list-style-type: none"> ❖ >50 = 3 ❖ 26 - 50 = 2 ❖ 1 - 25 = 1 	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	a) List of identified Priority Sectors within the State / Union Territory. b) Details of state notification/government order/approval order in public domain outlining possible Priority Sectors. c) Details of schemes/ policies/ initiatives / activities and other support provided to Startups within Priority Sectors. d) List of beneficiary Startups within the identified Priority Sectors.			

Guidelines

Mandatory:

1. Official Notification/Government Order to be provided for the purpose of evaluation identifying the priority sectors of the State / UT.
2. States and Union Territories should be able to identify its sectoral, regional and local strengths to focus on strategic reforms in these sectors.
3. States should have a clear definition of which Startups qualify to be a part of Priority Sector and this information should be published in the public domain.
4. Details of incentives provided to the Startups should entail provision of type of incentive, extent of incentive, and date of provision.
5. Beneficiary list of Startups pertaining to support provided is mandated to be submitted.
6. The incentives provided for evaluation should have been availed during the period of consideration.

Recommended:

7. A Priority Sector can be identified as a sector within a State or UT that is considered the strength of that respective State / UT. Identification of the same will provide an impetus to develop that specific sector(s) for the development of the Startup economy of the state.
8. Priority Sectors (depending on State / UT focus) may include but not limited to Agriculture, Handloom & Textile, Chips and Semiconductor, Manufacturing, Fisheries, Food Processing, Oil and Gas, Tourism, DeepTech, FinTech and others.
9. Startups in Priority Sectors may include Startups generating employment opportunities, innovations focused on development in these sectors or other such criteria.
10. Scheme document(s) covering incentives will be considered for the purpose of evaluation. It is not mandatory to include the clause in the State Startup Policy.
11. Regulations may be made considering long-term impact of the technology or business model.

3. Women Entrepreneurial Development

Questions	1. How many women-led Startups have received support for entrepreneurial development?			
Scoring Criteria	Relative Scoring and Absolute Scoring			
Scoring Metric	1. Number of unique women-led Startups receiving support. 2. List of districts with women led Startups.	Score	For metric 1: Max Score - 3 <i>Relative Scoring based on Category A and B</i> ❖ >66 percentile = 3 ❖ 34 - 66 percentile = 2 ❖ 1 - 33 percentile = 1 For metric 2: Max Score - 2 <u>For Category A:</u> ❖ >70 percentage = 2 ❖ 1-70 percentage = 1 <u>For Category B:</u> ❖ >50 percentage = 2 ❖ 1-50 percentage = 1	Document Weightage: 100%
Supporting Documents	a) List the special incentives provided by State / UT to women-led Startups. b) Policy or scheme documents covering incentives for women-led Startups. c) List of unique women-led Startups supported by State / UT and their Districts. d) Details of incentive provided to Startups. e) List of all women-led Startups in your state / UT registered on Bharat Startup Ecosystem Registry			
Guidelines	<u>Mandatory:</u> 1. States should have a clear definition of who qualifies to be a woman entrepreneur and this information should be published in the public domain. 2. Details of incentives provided to women-led Startups should entail provision of type of incentive, and extent of incentive. 3. The total number of women-led Startups to be shared as of 30 th September 2024. 4. The list of unique women-led Startups supported by State / UT and their Districts should also include type of incentive provided to the respective Startups.			

Recommended:

1. Special incentives offered should be notified and should entail at least one of the following - Seed funding, Venture funding, Procurement, Incubation support, Mentorship, Capacity development workshops, provision of Subsidized loans, Marketing assistance or stipends or grants and more.
2. Any support either in the form of monetary benefits, incubation or any non-fiscal support provided to women entrepreneurs will be considered.
3. The State / UT can submit the list of women entrepreneurs in a tabular form with information like:
 - a) Name of Startup
 - b) Recognition number of Startup
 - c) Date of recognition of a Startup by DPIIT and / or State
 - d) Name, email address, phone number of beneficiary
 - e) Have they availed any incentives during the period of consideration (Y/N):
 - f) If yes for (e), details of type of incentive provided like Date of incentive provided, Evidence of incentive provided (for example: in case of monetary support provided to the Startup/beneficiary, proof of release of funds should be attached as reference)

4. For the Growth of Young Entrepreneurs

Questions	Number of comprehensive support structures, schemes / initiatives / activities and/or programs provided in Educational Institutions to support student entrepreneurs.			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Number of comprehensive support structures, schemes / initiatives / activities and / or programs provided in Education Institutions to support student entrepreneurs.	Score	For Q1: Max Score - 2 <u>For Category A:</u> ❖ >20 = 2 ❖ 10-20 = 1 ❖ 1- 9 = 0.5 <u>For Category B:</u> ❖ >10 = 2 ❖ 5-10 = 1 ❖ 1-4 = 0.5	Document Weightage: 100%
Supporting Documents	a) List of comprehensive support structures/ schemes/ activities/programs/ initiatives conducted, summary report with details such as institution name, duration, venue, number of students participated, activities performed. b) Program outline from Universities/Colleges, if any. c) Number of students enrolled/participating in the Institutional programs registered on Bharat Startup Ecosystem Registry d) List of beneficiary student entrepreneurs supported during the period of consideration. e) List of student entrepreneurs and their innovations who have started an organization during their course of study or are working on an idea associated with an incubator in an educational institution etc.			
Guidelines	<u>Mandatory:</u> 1. Program outline to include any special/dedicated entrepreneurial programs the Educational Institutions are running in collaboration with the State/UT or with the center. 2. In case of long-term programs, a sanction letter with proof of funds allocated during the period of consideration would be considered for evaluation. 3. Partnerships with organizations undertaking programs at Educational Institutes to support student entrepreneurs would be considered for the purpose of evaluation. <u>Recommended:</u> 4. Sessions conducted by the State government, government agencies, nodal institutes, and incubators in Educational Institutes would be considered for the purpose of evaluation. 5. Young (Student) Entrepreneurs can be defined in the age group of 15-29 years. 6. One of the metrics can include generation of Internships (for students) by registered / recognized Startups. 7. The programs must entail at least one of the following:			

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|--|---|
| | <ul style="list-style-type: none">• An Entrepreneurship Course to aid students with their entrepreneurial goals - active mentorship, pitch sessions and opportunities for networking with investors.• Provide courses in entrepreneurship as part of the curriculum.• Conduct ideation and brainstorming workshops at regular intervals during academic year.• An Entrepreneurship cell's activities may include bi-annual sessions with Startup India to inform students of the incentives and benefits.• Create and facilitate internship opportunities for students to be able to shadow entrepreneurs.• Institute a deferred placement mechanism, to provide students the opportunity to start their own ventures and defer their education. |
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5. Entrepreneurial Growth in the Social Innovation Landscape

Questions	<ol style="list-style-type: none"> 1. Is there any support provided by State / Union Territory to support Startups in the public welfare sphere to create positive and lasting changes in society? 2. How many Startups in the public welfare sphere have been supported? 			
Scoring Criteria	Absolute Scoring			
Scoring Metric	<ol style="list-style-type: none"> 1. Yes / No 2. Number of Startups supported. 	Score	<p>For Q1: Max Score - 1</p> <ul style="list-style-type: none"> ❖ Yes = 1 ❖ No = 0 <p>For Q2: Max Score - 2</p> <p><u>For Category A:</u></p> <ul style="list-style-type: none"> ❖ >50 Startups = 2 ❖ 25-50 Startups = 1 ❖ 1-24 Startups = 0.5 <p><u>For Category B:</u></p> <ul style="list-style-type: none"> ❖ >10 Startups = 2 ❖ 5-10 Startups = 1 ❖ 1-4 Startups = 0.5 	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	<ol style="list-style-type: none"> a) Scheme document / notification / order detailing the special incentives for Startups contributing towards public welfare development. b) List of Startups supported. c) Details of incentive provided to each Startup. 			
Guidelines	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> 1. States should have a clear criterion to define which startups qualify to be public welfare Startups and this information should be published in the public domain. 2. Details of incentives provided to the Startups should entail provision of type of incentive, extent of incentive, and date of provision. In case of fiscal incentives, proof of support shall be provided. <p><u>Recommended:</u></p> <ol style="list-style-type: none"> 3. Public Welfare Startups may include Startups generating employment opportunities, can also include Startups leveraging technology to build smart and economically viable solutions to accelerate societal development. 4. Some examples and instances (not limited to these) can be a mobile app for midwives to screen pregnant women in rural areas to identify and track high-risk pregnancies. A solar-powered water ATM providing clean water in villages, urban slums, and public places and a smart meter to measure water consumption in households. 5. Scheme document covering incentives will be considered for the purpose of evaluation. 			

	6. It is not mandatory to include the clause in State Startup Policy.
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6. Mentorship Support Provided to Startups

Question	Number of mentors providing mentorship support to Startups facilitated by the state government						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >80 mentors b) 41-80 mentors c) 1- 40 mentors	Options (Category B)	a) >20 mentors b) 10 -20 mentors c) 1- 9 mentors	Score	a) 3 b) 2 c) 1	Document Weightage	100%
Supporting Documents	a) List of all mentors b) List of registered mentors in Startup India MAARG Portal c) List of beneficiary Startups receiving mentorship in the State d) Details of Mentor to Startup Mapping should be provided						
Guidelines	<u>Recommended:</u> 1. Registered mentors may include Corporates (including but not limited to corporations, MSMEs, entrepreneurs, innovators, makerspaces, NGO partners), Government organizations, investors, higher education institutes, and academicians (including applicants from research organizations). 2. All State Mentors are expected to be registered on Startup India MAARG Portal. 3. Startups should be connected with registered mentors through an online or offline State supported Incubator mechanism. 4. Connection of Startups and mentors should be established within the period of consideration. 5. Virtual connection of a registered Startup and mentor will be considered for the purpose of evaluation.						

Reform Area 2:
Infrastructure Support

7. Access to Digital Infrastructure

Questions	<ol style="list-style-type: none"> How many Startups are registered on the State Startup Portal? Are the following criteria satisfied: <ol style="list-style-type: none"> Has the application process for incentives digitally made available under the State Startup Policy? Is there a Grievance Redressal Mechanism for Startups to submit their grievances? Are pages of the website accessible in local/official language of the State / UT? Is the website accessible to Persons with Disabilities (PwD)? 			
Scoring Criteria	Absolute Scoring			
Scoring Metric	<ol style="list-style-type: none"> Number of Startups registered. Yes / No 	Score	<p>For Q1: Max Score - 2</p> <p>Relative Scoring based on Category A and B</p> <ul style="list-style-type: none"> ❖ >67 percentile = 2 ❖ 34 - 66 percentiles = 1 ❖ 1 - 33 percentile = 0.5 <p>For Q2: Max Score - 2</p> <p>(0.5 for each sub-point)</p>	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	<ol style="list-style-type: none"> List of registered Startups and their districts including contact details of registered Startups registered on Bharat Startup Ecosystem Registry. URL and Screenshots of online unified web-platform. List of Startups that have submitted requests or queries or grievances either through an integrated web platform or any other means like message / call etc. Number of total queries received, number of queries resolved, query resolution time and the number of queries unresolved during the period of consideration. 			
Guidelines	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> Unique Startups registered on Bharat Startup Ecosystem Registry (BHASKAR) will be considered as “Registered Startups” for the purpose of evaluation. All startups are expected to be registered on BHASKAR. (DPIIT recognised startups will be automatically migrated and it will be the responsibility of the states to onboard the states’ registered startups on BHASKAR. Only the Startups registered within the period of consideration (1st January 2023 to 30th September 2024) will be considered for the purpose of evaluation. States and UTs that do not have a separate registration process but accept DPIIT recognition to disburse incentives will be considered for the purpose of evaluation; to enable API integration on their portals. State Startup Portal to be linked to Startup India Hub through API integration. A screenshot of the Login page with an option of logging-in through DPIIT number may be submitted for the purpose of evaluation. The option to login through Startup India Portal shall be visible on State login pages. URL to be linked with Government server to ensure safety and security of data. Contact details of dedicated helpline or call center for Startups to be made available on State Startup Portal. 			

8. Startup Registration process and real-time application tracking feature should be present on the Startup Portal.
9. All information hosted on the Startup portal should be easily accessible to Persons with Disabilities (PwD), information regarding compliance can be found here: <https://pib.gov.in/PressReleasePage.aspx?PRID=1517187>
10. All pages should be accessible in the local/regional language.
11. Query portal should be a part of the State Startup portal.
12. Query response timeframe should be mentioned in the public domain through a state notification/government order/FAQ.
13. The grievance redressal mechanism can also include an array of integrated features including but not limited to SMSs, website chatbots, helpline numbers etc. in addition to an existing web platform linked through the State Startup Portal.
14. States / UTs should also submit sample of grievance messages, reopening of queries / grievance messages post closure, if any, and other details concerned.

Recommended:

15. State Startup Portal to be equipped with Cloud Infrastructure for Data Security and Storage.
16. This Action Point will encapsulate online mechanism to provide all types of funding support to Startups, including seed funding, subsidized loans, government grants, sustenance allowance, debt or equity financing through incubators, venture funding, amongst others.
17. A virtual demo of the State Startup Website may be requested, if required.

8. Access to Physical Infrastructure

Questions	1. Number of new manufacturing incubators that has been set-up during the period of consideration. 2. Number of existing incubators that have been upgraded to support manufacturing or hardware Startups. 3. How many Startups have been provided with incubation support during the period of consideration?			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Number of manufacturing incubators that has been set-up. 2. Number of existing incubators that have been upgraded to support manufacturing or hardware Startups. 3. Number of unique Startups supported.	Score	<p>For Q1: Max Score - 2</p> <p><u>For Category A</u></p> <ul style="list-style-type: none"> ❖ 5 - 10 = 2 ❖ 1 - 4 = 1 <p><u>For Category B</u></p> <ul style="list-style-type: none"> ❖ 2 - 4 = 2 ❖ 1 = 1 <p>For Q2: Max Score - 3</p> <p><u>For Category A</u></p> <ul style="list-style-type: none"> ❖ >12 = 3 ❖ 7 - 12 = 2 ❖ 1 - 6 = 1 <p><u>For Category B</u></p> <ul style="list-style-type: none"> ❖ >5 = 3 ❖ 3 - 5 = 2 ❖ 1 - 2 = 1 <p>For Q3: Max Score - 3</p> <p><u>For Category A</u></p> <ul style="list-style-type: none"> ❖ 131 - 200 = 3 ❖ 66 - 130 = 2 ❖ 1 - 65 = 1 <p><u>For Category B</u></p> <ul style="list-style-type: none"> ❖ >50 = 3 ❖ 26 - 50 = 2 ❖ 1 - 25 = 1 	<p>Document Weightage:</p> <p>100%</p>

<p>Supporting Documents</p>	<p>a) List of Incubators submitted by State / UT should have the below demarcation:</p> <ol style="list-style-type: none"> List of newly set up incubators within the period of consideration. List of incubators that have been upgraded within the period of consideration. List of existing incubators <p>b) List of State-supported incubators / accelerators with details of incubation support made available.</p> <p>c) List of Startups onboarded by each of the Incubators and / or Accelerators.</p> <p>d) List of Startups receiving type of support at the incubation or acceleration centers.</p> <p>e) Proof of release of funds.</p> <p>f) Acknowledgement letter by the Incubators and Acceleration Centers certifying support provided.</p> <p>g) Acceleration program-wise list of unique Startups enrolled in the program.</p> <p>h) Details of each acceleration program including list of startups, list of programs, date and type of the program.</p> <p>i) List of Startups that have graduated from state supported incubators / acceleration centers during the period of consideration.</p>
<p>Guidelines</p>	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> Unique lists of State-supported incubators and accelerators to be shared. Incubators / Acceleration Centers should be listed on the State Startup Portal along with their contact details. Contact details of the State Point of Contact for respective incubators shall also be provided for the purpose of evaluation. The list of beneficiaries will only include Startups which have received support during the period of consideration. Details of specific support provided in Incubators and Acceleration Centers to Startups (E.g., technical assistance, workspace, labs, testing zones, etc.) must be shared for the purpose of evaluation. Subsidized Incubation provided by State government through private incubators will also be considered for the purpose of evaluation. Incubation provided through incubators of other States, subsidized by the State government, will also be considered for the purpose of evaluation. Support provided by the State government for Acceleration Programs should be within the period of consideration even if the program is in progress and results are yet to be declared. Existing Acceleration Programs will only be accepted if Startups from the particular state receive a specific quota or support in it. The details of support provided to Startups (E.g., mentorship, free research and development facilities, free trainings, funding etc.) must be shared for the purpose of evaluation. <p><u>Recommended:</u></p> <ol style="list-style-type: none"> Incubated Startups that have been supported with technology transfer; Startups that have availed facilitation of various Acceleration Programs. Response against this Action Point can also include mention of Startups' access to research / lab assistants to assist Startups with the equipment. Upcoming capabilities within physical infrastructure can include over and above Advanced Operations, 3D Printing, Digital Cutting, Advanced Communications Lab,

Advanced Development and Testing Labs, Robotics & Unmanned Systems etc.

13. Proof of Incubation may include MoUs/ Contracts/ self-certification signed with Startups.

14. Partnerships of incubators with Indian or International companies, institutions or organizations including PSUs, including their offerings to Startups can be outlined.

Reform Area 3:

Funding Opportunities

9. Access to Funding

Questions	<p>1. Does the State have the following:</p> <p>a) Seed Fund, Venture Fund or Fund of Fund for Startups established or supported in the State/UT</p> <p>b) Allocation within Funds created/supported by State/UT to Startups in Priority sector.</p> <p>2. Has the state initiated special funding provisions for Startups in collaboration with banking/financial institutions?</p>			
Scoring Criteria	Absolute Scoring			
Scoring Metric	<p>1. Yes / No</p> <p>2. Yes / No</p>	Score	<p>For Q1: Max Score - 3</p> <p>a. Max Score - 1.5</p> <p>b. Max score - 1.5</p> <p>For Q2: Max Score - 2</p> <p>❖ Yes = 2</p> <p>❖ No = 0</p>	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	<p>a) List of funds/funding instruments.</p> <p>b) List of Sanction letters to be provided.</p> <p>c) Proof of release of funds.</p> <p>d) Proof of Budget allocation for funds or funding instruments.</p> <p>e) Proof of total amount of fund disbursed.</p> <p>f) List of Guideline Documents for the fund(s), with a mention of focus on Priority sector Startups.</p> <p>g) List of MoU(s) signed, Agreements, Policy Documents etc.</p>			
Guidelines	<p><u>Mandatory:</u></p> <p>1. The State government should establish funds or continue budget allocation to funds during the period of consideration for the purpose of evaluation.</p> <p>2. If the State has previously established a fund, the government should allocate at least INR 2.5 crore for Category 'A' and INR 1 crore for Category 'B' to support the fund during the period of consideration.</p> <p>3. Debit note, Receipt of Acknowledgement letter, Office order and bank statements which certify the amount transferred or NEFT/RTGS receipts shall be submitted as proof of release of funds, which is mandatory.</p> <p>4. Incase bank statements/NEFT/RTGS receipts/Office order are provided as a proof of release of fund, then beneficiary fund name shall be mentioned clearly.</p> <p>5. The type of fund (newly established/supported) shall be mentioned supported with GO/Notifications, MoU/operation guidelines with the date of establishment of fund.</p> <p>6. In case priority sector-specific funds have been created in the state Startup ecosystem, the State/UT has to submit the relevant policy or scheme document for the purpose of evaluation.</p>			

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| | <ol style="list-style-type: none">7. Priority Sector specific funds should have been supported/established during the period of consideration for the purpose of evaluation.8. Following milestones to be reported:<ol style="list-style-type: none">a. Operating guidelines for a fund designed and approvedb. Budget allocated or Budget proof of budget disbursementc. MoUd. GO or notifications |
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Recommended:

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| | <ol style="list-style-type: none">9. The various stages of a Startups' life cycle could include Prototype Creation, Product Development, Product launch, Raw Material & Equipment, and so on.10. Special funding provisions could include loans, capital, grants or funding aids.11. State/UT working in collaboration with institutions like (not limited to) SIDBI would be considered for the purpose of evaluation. |
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10. Number of Startups which have Received Funding through State Supported Funds or Mechanisms

Question	How many Startups have received funding through State-supported funds or mechanisms?						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >150 Startups b) 51 - 150 Startups c) 20-50 Startups	Options (Category B)	a) >100 Startups b) 51-100 Startups c) 10-50 Startups	Score	a) 3 b) 2 c) 1	Document Weightage	100%
Supporting Documents	a) List of Startups funded (Startups' details like incorporation number, recognition date, details of representative, etc.to be provided) along with the funding amount. b) Sanction letters or GO (signed by a senior government official) to be provided. c) Proof of release of funds (bank transaction details with beneficiary names). d) Total amount of funds disbursed.						
Guidelines	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> The date of the fund's disbursement shall be within the Period of Consideration. Debit note, Receipt of Acknowledgement letter and bank statements which certify the amount transferred or NEFT/RTGS receipts shall be submitted as proof of release of funds. Incase bank statements/NEFT/RTGS receipts are provided as a proof of release of fund, then mapping of the Startup names with individual beneficiary mentioned in the statement shall be provided. The minimum funding amount should be ₹5 Lakh per Startup (for Category A) and ₹2 Lakh per Startup (for Category B) over the period of consideration. For the purpose of evaluation, States and UTs should submit a list of state registered startups bifurcated into four stages (Ideation Stage, Validation Stage, Early Traction Stage, Scale-up Stage). Non-duplicity of Startups to be ensured in the list submitted (incorporation number and registration date shall be provided). <p><u>Recommended:</u></p> <ol style="list-style-type: none"> Seed funding in the form of a direct government grant, monthly sustenance allowance, commercialization assistance, and interest subsidy on loans provided directly to Startups and/or through incubators may be considered. Startups funded from Venture Fund(s) or Fund of Funds supported by the State Government along with the funding amount and date of disbursement may be considered. Organizing State supported Startup events and providing funding in the form of cash awards to the winning Startups at these events may be considered subject to the following conditions: <ul style="list-style-type: none"> Publicly available Guideline document outlining a mechanism for regularly conducting such Startup events and providing funding to Startups in the form of cash awards should be provided. The extent of Cash grants available and application procedure should be part of the guideline document. 						

11. State Support in Fundraising Initiatives

Questions	1. Number of programs with pitching sessions for Startups undertaken by state to promote angel funding/equity financing/debt financing. 2. Number of successful connects created between Startups and investors through state initiatives and partnerships.			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Number of state initiatives. 2. Number of Startups connected with investors.	Score	For Q1: Max Score - 2 <u>For Category A:</u> ❖ >10 initiatives = 2 ❖ 5- 10 initiatives = 1 <u>For Category B:</u> ❖ >5 initiatives = 2 ❖ 3- 5 initiatives = 1 For Q2: Max Score - 2 <u>For Category A:</u> ❖ >50 Startups = 2 ❖ 20-50 Startups = 1 <u>For Category B:</u> ❖ >10 Startups = 2 ❖ 5-10 Startups = 1	Document Weightage: 100%
Supporting Documents	a) Guideline document highlighting incentives for angel (individual/group/ network) investments. b) List of Events/programs and knowledge sessions conducted with reports and records of discussion. c) Proof of MoU(s) with fund managers. d) List of total investors. e) List of startups facilitated by investors. f) Proof of funds from investors to Startups.			
Guidelines	<u>Mandatory:</u> 1. Successful connect is defined as a Startup reaching the due diligence stage with an investor and testimonials have to be submitted from the Startups (could be screenshots of emails/documents or videos). 2. State-supported programs at institutions or incubators to provide a platform to connect Investors or Investor Networks with Startups will be considered for the purpose of evaluation. 3. Any programs or initiatives which facilitate dedicated conversation or pitching between investors and Startup will be considered. 4. List of Startups and Investors which participated in the state initiatives shall be			

mapped with the respective programs/initiatives.

5. State / UT organizing or partnering in related Startup India initiatives will be considered for the purpose of evaluation.
6. In case of virtual sessions/workshops, screenshots and URL link to be provided.

Recommended:

7. The state could conduct workshops/ networking events for awareness regarding State/UT interventions in this regard with High-Net-Worth Individuals (HNIs), industrialists, angel investors, angel networks etc.
8. Virtual workshops will be considered for the purpose of evaluation.

Reform Area 4:
Market Access & Reach

12. Market Access Opportunity Provided to Startups through Public Procurement

Questions	Number of tenders/RFPs floated by the state govt/ PSUs/ which allowed the participation of Startups through relaxations.			
Scoring Criteria	Relative Scoring			
Scoring Metric	1. Number of tenders floated with relaxations.	Score	For Q1: Max Score - 3 <i>Relative Scoring based on Category A and B</i> ❖ >66 percentile = 3 ❖ 34-66 percentile = 2 ❖ 1-33 percentile = 1	Document Weightage: 100%
Supporting Documents	a) List of RFPs/tender documents where relaxations have been provided to Startups. b) List of GO/Notifications for relaxations. c) Links of where tender document has been published.			
Guidelines	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> State response against this Action Point shall be considered for purpose of evaluation only if Government has issued GO or notification of outlining exemptions for Startups from public procurement. RFPs where exemptions have been provided are mandatory for the purpose of evaluation. Public procurement exemptions in the State Startup policy (even if notified) only, shall not be considered. <p><u>Recommended:</u></p> <ol style="list-style-type: none"> A list of Startups awarded work orders through any State government procurement processes will be considered for evaluation, including limited tenders, single tenders, electronic reverse auctions, amongst others. Relaxations provided to Startups may include the relaxed criteria in 'Prior Experience', 'Prior turnover', or 'Submission of EMD' or any other relaxations offered to the Startups as a part of the pre-qualification criteria/others. Where a tender document is floated through GeM, the link for GeM tender to be shared along with the GeM bidding documents along with the work order/contract issued to the Startup. 			

13. Number of Startups Awarded Purchase Orders or Work Orders

Questions	Number of Startups that have been awarded work orders/ purchase orders.			
Scoring Criteria	Relative Scoring and Absolute Scoring			
Scoring Metric	1. Number of Startups awarded purchase or work orders. 2. Number of districts where Startups were provided purchase or work orders.	Score	For Metric 1: Max Score - 2 <i>Relative Scoring based on Category A and B</i> ❖ >50 percentile = 2 ❖ 1 - 50 percentile = 1 For Metric 2: Max Score - 2 <u>For Category A:</u> ❖ >70 percentage = 2 ❖ 1-70 percentage = 1 <u>For Category B:</u> ❖ >50 percentage = 2 ❖ 1-50 percentage = 1	Document Weightage: 100%
Supporting Documents	a) List of beneficiary Startups that have been awarded work-orders. b) List of copies of purchase or work-orders. c) List of districts where Startups were provided purchase or work orders. d) Amount of Work Order that has been awarded.			
Guidelines	<u>Mandatory:</u> 1. A list of Startups awarded work orders through any State government procurement processes will be considered for evaluation, including Limited tenders, single tenders, electronic reverse auctions, amongst others. 2. State or UT should provide purchase orders or work orders to Startups through a transparent mechanism. 3. For work orders received through GeM, only the work orders by the States' government would be considered for the purpose of evaluation. 4. Copies of purchase orders or work orders provided shall be issued during the Period of Consideration. 5. Non-duplicity of startups to be ensured. 6. Minimum value of work-order or purchase-order should be ₹1,00,000 per Startup. <u>Recommended:</u> 7. List of Startups awarded work orders as a part of programs such as Buyer-Seller Meets, Demo or Demand Days, Grand Challenges or Hackathons, Innovation Zones, and/or any other innovative product showcase opportunity may also be considered for this Action Point.			

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| | <p>8. List of State registered Startups awarded work orders by the State government through GeM Portal will also be considered for the purpose of evaluation. The copy of the contract/result declaration on GeM portal to be submitted.</p> |
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14. Access to Domestic and International Market Access Opportunities

Questions	Number of initiatives providing market access opportunities which are funded or executed end-to-end by the State/UT.			
Scoring Criteria	Relative Scoring and Absolute Scoring			
Scoring Metric	<ol style="list-style-type: none"> Number of initiatives providing market access opportunities. Number of districts where Startups have been provided with market access opportunities. 	Score	<p>For Metric 1: Max Score - 2</p> <p><i>Relative Scoring based on Category A and B</i></p> <ul style="list-style-type: none"> ❖ >50 percentile = 2 ❖ 1 - 50 percentile = 1 <p>For Metric 2: Max Score - 2</p> <p><u>For Category A:</u></p> <ul style="list-style-type: none"> ❖ >50 percentage = 2 ❖ 1-50 percentage = 1 <p><u>For Category B:</u></p> <ul style="list-style-type: none"> ❖ >30 percentage = 2 ❖ 1-30 percentage = 1 	<p>Document Weightage:</p> <p>100%</p>
Supporting Documents	<ol style="list-style-type: none"> List of market access opportunities provided by (list of programs, type of program, duration): <ol style="list-style-type: none"> State/UT Funded or executed end-to-end. State/UT Facilitated. Summary Report of programs undertaken. List of attendees for programs conducted. List of Startups provided with market access opportunities. MoU(s) of partnership programs. List of districts where the programs were conducted. Proof of funding is provided to be provided as documentary evidence if market access opportunity is as per Point 17 of the Guidelines. 			
Guidelines	<p><u>Mandatory:</u></p> <ol style="list-style-type: none"> Events/seminars organized/facilitated for networking opportunities through collaboration with ecosystem enablers may be considered for the purpose of evaluation. Participation in domestic/international trade opportunities may include tech showcase, market validation, discovery and commercialization programs. Partnership programs with National/international trade organization/trade bodies may include tie-ups with <ol style="list-style-type: none"> Corporate partners Trade organizations (EPCs/Regional offices of Dept. of commerce/trade wing of embassies of other countries) Any other government/private entity related to trade promotion activities. 			

4. The State would be evaluated on the basis of the application of central schemes (for which they are eligible) for promoting trade of goods and services provided by Startups.
5. Where Central Government schemes have been availed by States/UTs related to expanding market access opportunities, the list of beneficiary Startups may be provided for the purpose of this Action Point.
6. The Action Point will include programs aimed to connect Startups with relevant State Government departments, Central Public Sector Enterprises (CPSEs) present in the State, State PSEs (as per State list), and other government organizations, to explore potential pilot projects and increase national and international market access for Startups through product showcase opportunities as well as programs aimed to increase national and international market access for Startups through product showcase opportunities.
7. The programs may include GeM workshops, Buyer-Seller Meets, Demo or Demand Days, Grand Challenges or Hackathons, Innovation Zones, and/or any other innovative product showcase opportunity.
8. The Action Point may also include programs aimed to connect Startups with relevant corporates, industry organizations, and private sector stakeholders, or provide them showcase opportunities including:
 - Corporate Innovation Programs
 - Showcase Days
 - National and International Events
 - Any other innovative product showcase opportunity
9. For National and International Events, the following guidelines may be followed:
 - Exhibition and/or pitching sessions seminars.
 - Participation of Startups from more than five States or Countries
 - Description of deployment opportunity available to Startups through the event must be highlighted on the State Startup Portal
10. The potential buyers for the purpose of this Action Point may be state government departments, CPSEs present State, State PSEs, and other organizations funded by State government.
11. The potential buyers as per the Action Point may be private sector stakeholders, including corporates, industry associations, family offices and other private sector stakeholders.
12. MoU's signed with international or domestic partners which provides Startups with an opportunity to work with them shall be considered for evaluation.
13. For Hackathons and Grand Challenges, an official document highlighting the following details shall be considered for evaluation:
 - a) Problem Statements
 - b) Focus areas and sectors
 - c) Date and venue of the Hackathon or Grand Challenge
 - d) Duration
 - e) Number of participants or Startups
 - f) Role of State Government
14. For Buyer-Seller Meet and Demo or Demand Days, the following guidelines may be followed:
 - a) The State or UT response shall be considered for the purpose of evaluation only if event reports or records of discussion for the events have been shared.
 - b) An official document highlighting the following details shall be considered for evaluation:

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| | <ul style="list-style-type: none">- Sector theme or Problem statements.- Demand from potential buyers, i.e., expected deployment opportunity.- Date and venue of the event.- Participation from at least 20 relevant Startups and two government stakeholders (excluding the nodal department) - Only for Category A. |
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15. For showcase opportunities, the State or UT's response shall be considered for the purpose of evaluation only if the Role of State Government can be determined through event reports or records of discussion.

16. The market access opportunities could be either partially funded by the State/UT or executed end-to-end by the State/UT.

17. Market access opportunities organized and funded by Incubators approved under State Startup Schemes will also be considered, given that proof of funding is provided as documentary evidence by the State/UT.

Reform Area 5:
Ecosystem Capacity Building

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

Questions	1. How many sensitization workshops/programs have been conducted for officials of State government departments on the Startup ecosystem of India? 2. How many State departments have participated in the sensitization workshops/programs?			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Number of sensitization workshops conducted. 2. Number of State departments participated.	Score	For Q1: Max Score - 2 <u>For Category A:</u> ❖ >10 workshops = 2 ❖ 1-10 workshops = 1 ❖ Nil = 0 <u>For Category B:</u> ❖ >5 workshops = 2 ❖ 1-5 workshops = 1 ❖ Nil = 0 For Q2: Max Score - 2 <u>For Category A:</u> ❖ 6-10 = 2 ❖ 1-5 = 1 ❖ Nil = 0 <u>For Category B:</u> ❖ 4-6 = 2 ❖ 1-3 = 1 ❖ Nil = 0	Document Weightage: 100%
Supporting Documents	a) Summary report to be shared for each workshop (workshop name, activities undertaken, Date, Venue, duration of the workshop, agenda of workshop and staff participated). b) Details of the participants, along with their departments and designations. c) List of sensitization workshops/programs that have been conducted. d) List of all State Departments that have participated.			
Guidelines	<u>Mandatory:</u> 1. In case of virtual workshops, a summary report detailing workshop name, date, duration, participants, and Record of Discussion to be shared. 2. Each workshop should cover at least two of the following topics: <ul style="list-style-type: none"> • Policy and regulations related to Startup ecosystem in India OR • Startup India Session on benefits OR • Role of State government to encourage entrepreneurship OR • National and Global Best Practices OR • Innovative solutions for Dept. specific problems 3. Interactive sessions should be conducted between State Departments and			

Startups as a part of the workshops.

4. Each workshop should be conducted for a minimum of 4 hours.
5. There should be participation of a minimum of 25 state government officials across all workshops from the submitting state/UT.
6. There should be participation from at least 5 government departments across all workshops*.
**The State/UT should submit a list of all government departments within the State/UT.*
7. Departments (other than the Nodal Department) providing Institutional Support should attend at least one workshop.
8. State officials and departments participated will only be accepted if both details are provided.
9. The summary report should also include the impact of these workshops.

Recommended:

10. Virtual workshops or webinars or sessions will also be considered for the purpose of evaluation.
11. Participation in the Entrepreneurial Management programs or a certificate course on Startups may be considered for the purpose of evaluation.
12. Workshops conducted in collaboration with Central Government Departments will also be considered for evaluation, given that it was conducted to sensitise State Government officials.
13. Workshops conducted across multiple days will be considered for the purpose of evaluation.
14. State Departments could include municipal corporations, public works departments, tourism department, roads and national highway department, public works department, etc. and not colleges/universities/schools.

16. Number of State-supported Incubators Trained through Capacity Development Workshops

Questions	What is the number of State-supported incubators trained through capacity development workshops?			
Scoring Criteria	Relative Scoring			
Scoring Metric	Number of state-supported incubators trained.	Score	Max Score - 2 <i>Relative Scoring based on Category A and B</i> ❖ >50 percentile = 2 ❖ 1 - 50 percentile = 1	Document Weightage: 100%
Supporting Documents	a) Summary report to be shared for each workshop. b) List of all State-supported incubators (as of 30 th September 2024). c) Unique list of state-supported incubators that participated in workshops. d) List of all the participants from incubators with course certificates. e) In case no course certificate is available, other documents as proof (example: summary reports with attendance sheet, screenshot along with summary report and list of participants, etc.) will be considered for evaluation. f) Proof of collaboration in case of workshops as per point 4, 5 and 6 of Guidelines for this Action Point to be provided (Example: proof of release of funds, MoU, contract, etc.)			
Guidelines	<u>Mandatory:</u> <ol style="list-style-type: none"> Depending on the identified priority sectors as per RA1 AP2, sector specific capacity building workshops are to be considered for evaluation. Participants may include CXOs, managers, and other managerial staff in incubators. Participation from multiple managers or staff or teams from same incubator will be considered as participation of one incubator. Collaboration with State-supported incubators for conducting capacity development programs in other incubators would be considered for evaluation. Financial support provided by the State to the incubators for capacity building programs conducted in other States or countries will also be considered. Financial support provided by the State to the incubators for capacity building programs conducted by private and international organizations will also be considered. Financial support provided by the State to the incubators for capacity building programs conducted by private or public HEIs will also be considered. There should be minimum 30% women participation in all programs conducted. 			

Recommended:

9. States can include initiatives taken to conduct contact-less/virtual workshops and make these workshops more accessible.
10. Suggestive list of topics is given below:
 - a) Business Incubation Definitions and Principles
 - b) Business Incubator Models
 - c) Incubator Administration and Management
 - d) Marketing and Stakeholder Management
 - e) Financial Management
 - f) Raising funds from the government
 - g) Monitoring & Evaluation
 - h) Implementing a Mentoring Program
 - i) Technology Commercialization
 - j) Setting up virtual incubation services
 - k) Setting up R&D labs and prototyping facilities
11. Incubator capacity building programs/certification course could include the following:
 - a) Basic market knowledge
 - b) Finance
 - c) Business running basics
 - d) Outreach activities

17. Number of Programs Conducted to Sensitize Ecosystem Enablers

Questions	What is the number of programs conducted/supported to sensitize existing and potential ecosystem enablers (Mentors/Investors/Accelerators/Startups)?			
Scoring Criteria	Absolute Scoring			
Scoring Metric	Number of sensitization programs conducted.	Score	Max Score - 3 <u>For Category A:</u> ❖ >10 programs = 3 ❖ 5- 10 programs = 2 ❖ 1- 4 programs = 1 <u>For Category B:</u> ❖ >5 programs = 3 ❖ 3- 5 programs =2 ❖ 1- 2 programs =1	Document Weightage: 100%
Supporting Documents	a) List of sensitisation programs conducted. b) Summary report to be shared for each program. c) List of family businesses, corporate houses, small entrepreneurs/Startups, and other potential investors that participated in programs in case of programs conducted with relevant details provided ((Example: Name, designation, organisation/company name, contact details, etc.). d) List of mentors and accelerators that participated in programs with relevant details included (Example: Name, designation, organisation/company name, contact details, etc.).			
Guidelines	<u>Mandatory:</u> 1. Programs or workshops should be conducted in different districts, with a minimum of seven districts being covered in Category A States (no minimum number of Category B States and UTs). 2. There should be minimum 30% women participation across all programs conducted. 3. The States/UTs should get an idea of the investments made by these investors as a result of attending these workshops (for potential investors and accelerators) 4. The States/UTs should identify whether mentors who attended these workshops went on to provide mentorship to Startups. 5. In case mentors attended the workshops for gaining knowledge on investment, the States/UTs should identify the number of investments made by these mentors as a result of attending these workshops.			

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| | <ol style="list-style-type: none">6. Support provided by State government (logistics, financial support, etc.) to be provided in the summary document.7. There should be participation of minimum fifteen potential investors/mentors/accelerators.8. Each program should fulfil at least two of the following:<ol style="list-style-type: none">a) Knowledge-based sessions ORb) Masterclasses & one-on-one interactions to facilitate investor to investor connects ORc) Basics of Angel Investment ORd) Exit opportunities for angels ORe) Successful case studies of angel funded companiesf) Guidance to mentors on shift to investment and how to make the transition to investing ORg) Lectures on Framework for Effective Mentoring |
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Recommended:

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| | <ol style="list-style-type: none">9. Virtual programs or workshops will also be considered for the purpose of evaluation.10. Programs conducted by private organizations, such as Investor Networks, supported by State government will be considered for evaluation.11. Each program to be mapped with attendee separately such as Startups, investors, etc.12. Programs or workshops can include corporate programs conducted in partnership with the state department. |
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Reform Area 6:
Focus on Innovation and Sustainability

18. Initiatives Undertaken by the State/UT to Facilitate Research and Innovation

Questions	1. Has the State/ UT initiated special provisions for facilitating and fast-tracking Intellectual Property Rights (IPR) like patent, copyright, trademark, etc. for Startups? 2. Is the State/UT providing any R&D support for Startups working in the identified priority sectors?			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Yes / No 2. Yes / No	Score	For Q1: Max Score - 2 ❖ Yes = 2 ❖ No = 0 For Q2: Max Score - 2 ❖ Yes = 2 ❖ No = 0	Document Weightage: 100%
Supporting Documents	a) Policy or scheme document or notification order covering special provisions for Startups to facilitate IPR / patents / trademarks protection. b) List of Startups supported. c) Details of incentive / support provided to each Startup. d) List of regulations, policies or procurement norms introduced by the State, if any. e) Details of R&D support and incentives including proof of support provided to Startups along with corresponding list of beneficiary Startups.			
Guidelines	<u>Recommended:</u> 1. Startups seek protection for their inventions, logos, business names, and software. Different types of intellectual property protection apply to these different works. Patents, for example, protect an innovation, while copyrights protect software and trademarks protect a Startup's brand name and emblem. 2. Through state support, challenges faced by Startups in this domain can be remedied. Additionally, Intellectual Property can include Patents, Licenses, Proprietary Knowledge and Know-how etc. 3. Research & Development (R&D) may encompass activities but not limited to market research, feasibility studies, product design, prototype development, testing etc. for Startups across all stages.			

19. Support to Startups for a Sustainable Future

Questions	1. Number of active policies which support Startups in the Circular Economy domain. 2. Number of Startups focused on renewable energy, climate change and sustainability supported by the state government			
Scoring Criteria	Absolute Scoring			
Scoring Metric	1. Number of active policies. 2. Number of Startups supported.	Score	For Q1: Max Score - 1 For Q2: Max Score - 1 <u>For Category A:</u> ❖ >50 Startups = 1 <u>For Category B</u> ❖ >10 Startups = 1	Document Weightage: 100%
Supporting Documents	a) Policy or scheme document covering incentives for Startups focused on renewable energy and climate change and sustainability. b) List of Startups supported. c) Details of incentive provided to each Startup. d) List of regulations, policies or procurement norms introduced by the State. e) URL and Snapshot of portal having details of such amendments. f) GO or notification for Startups in circular economy.			
Guidelines	<u>Mandatory:</u> 1. This Action Point includes policies, acts and amendments programs aimed to increase the demand for sustainability related products in the market. 2. States should have a clear definition of which Startups qualify to be a part of renewable energy, climate change and sustainability and this information should be published in the public domain. 3. Special incentives offered should be notified and entail at least one of the following - Seed funding, Venture funding, Procurement, Incubation, Mentorship, Capacity development workshops, provision of subsidized loans, Marketing assistance or Stipends or grants. 4. Details of incentives provided to the Startups should entail provision of type of incentive, extent of incentive (e.g. Amount of funding provided), and date of provision.			

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| | <ol style="list-style-type: none">5. Scheme document(s) covering incentives for renewable energy, climate change and sustainability will be considered for the purpose of evaluation. It is not mandatory to include the clause in State Startup Policy.6. The incentives provided for evaluation should have been availed during the period of consideration.7. The regulations, policies or procurement norms must be related to the four Rs of the Circular Economy:
Reuse: Cloth collection, circular fashion, second-hand products, Recycle: Recycled plastic, bottles, construction with recyclable materials etc., Reduce: Packaging with sustainable material, edible cutlery etc., Remove: Urban farming, Carbon capturing.8. State response against this Action Point will be considered for purpose of evaluation only if Government has issued GO or notification for Startups in sustainable technology and climate resilience (within period of consideration)9. The amendments and their details to be provided on State Startup Portal.10. Support may be in the form of grants, mentorship, capacity development sessions or any other monetary support.11. Beneficiaries of all policies / schemes to be provided <i>“In case of a GO or notification is unavailable, an office order may be considered for evaluation”</i>. <p><u>Recommended:</u></p> <ol style="list-style-type: none">12. Dedicated programs in ESG Sector may include reverse pitching sessions, innovation bootcamps, customer hacking, capacity building initiatives. |
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Details & Abbreviations

#	Details
1	Soonicorn: A startup company that is likely to become a unicorn in the near future. A <i>soon to be unicorn</i> (Soonicorn). These companies are usually growing rapidly and are attracting significant interest from investors.
2	Unicorn: Refers to a startup company that has reached a valuation of \$1 billion or more.
3	Pantheon: Includes organizations that were once a startup but now are massive companies like Microsoft and Apple and others are cutting-edge initiatives that have produced positive changes for startups.
4	GO: Government Order
5	APIs: Application Programming Interface
6	MAARG: Mentorship, Advisory, Assistance, Resilience, and Growth
7	CXO: Term used in the business world to refer to high-level executive positions within a company, typically those with "Chief" in the title.
8	Cloud Infrastructure: Refers to a web-based interface or platform provided by a cloud service provider that allows users to manage and interact with their cloud infrastructure resources. Key features include Dashboard, Integration and APIs etc.
9	MoU: Memorandum of Understanding
10	NEFT/RTGS: National Electronic Funds Transfer and Real-Time Gross Settlement
11	RFP: Request for Proposal
12	EMD: Earnest Money Deposit
13	GeM: Government e Marketplace
14	Hackathon: Event where individuals or teams come together to collaborate on software projects within a limited timeframe
15	HEIs: Higher Educational Institution
16	ESG: stands for Environmental, Social, and Governance, and it refers to a set of criteria used by investors and other stakeholders to evaluate a company's sustainability and ethical impact.
17	EPC: EPC, as a trade organization, may refer to the Engineering, Procurement, and Construction sector-specific trade associations or organizations.