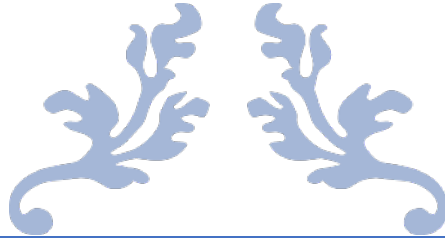Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade
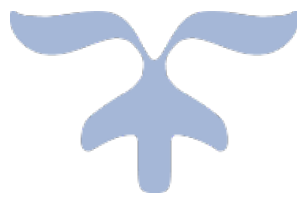
STATES' STARTUP RANKING 2022 Framework

On Support to Startup Ecosystems

#startupindia

General Principles

1. The framework would evaluate progress made from **1st August 2021 to 31st December 2022[1].**
2. For the purposes of evaluation, all States and UTs have been divided into two categories: **Category A and Category B.**
3. The scores of different Action Points may be divided into the following categories:
   a) **Absolute Scoring**
   b) **Relative Scoring**
   c) **Research Survey Scoring**

Scoring in Action Points with Absolute Scoring

1. Scores will be awarded on the basis of compliance of documentary evidence.

Scoring in Action Points with Relative Scoring

1. Relative Scoring will be conducted separately for Category A and Category B
2. Scores will be awarded on the basis of compliance of documentary evidence. 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

Research Survey Scoring

1. Scores will be awarded on the basis of survey responses and will amount to 15% of the total score.

S. No.	Reform Area	Score	Action Points	APs with Absolute Scoring	APs with Relative Scoring
1	Institutional Support	18	5	5	0
2	Fostering Innovation & Entrepreneurship	14	4	4	2
3	Access to Market	11	3	3	1
4	Incubation and Mentorship Support	12	4	3	3
5	Funding Support	13	3	3	0
6	Capacity Building of Enablers	9	3	2	1
7	Roadmap to a Sustainable Future	8	3	2	1
	Total	**85**	**25**	**22**	**8**

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[1] *The consideration period has been defined keeping in mind the impact of the COVID-19 pandemic. The consideration period from the State Startup Ranking 5.0 will be for the calendar year, from 1st January 2023 to 31st December 2023*

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Feedback Mechanism

- Registered Startups with the Department for Promotion of Industry and Internal Trade (DPIIT) and/or States/UTs will be considered as "Registered Startups" for research study.
- States and UTs shall provide contact details of all registered startups in the State/UT in the format shared by DPIIT.
- The sample size for respondents from each State and Union Territory will be taken through the following formula

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:
  - e is the desired level of precision (i.e. the margin of error)
  - p is the (estimated) proportion of the population which has the attribute in question (registered startups in the State/UT)
  - q is 1 – p

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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.

Tentative Questionnaire:

Key: *If the respondent answers in affirmative to the initial question, it will be scored. Follow up questions will not be scored.*
All responses will be recorded including qualitative responses. The responses will be recorded in the following order:

I. If initial response is "Yes"
  a. Have you availed of the policy/mechanism?
  b. How long did it take you to access the policy/mechanism?

II. If initial response is "No"
  a. Would you like to avail of the policy?
  b. What would you like additionally included in the policy?

1. Are you aware of the State/UT startup policy in your State/UT?
2. Do you know about the incubation support provided by your State/UT?
3. Do you know about the funding schemes and benefits provided by your State/UT?
4. Do you know about the Government procurement opportunities provided by your State/UT for startups?
5. Do you know about the mentorship support provided by the State/UT startup team?
6. Do you know about the grievance portal or helpline for startups in your State/UT?
7. Do you know about the benefits provided to female entrepreneurs in your State/UT?
8. Do you know about the programs conducted by State/UT startup team in educational institutions?
9. Do you know about the State/UT policies supporting startups who are working on rural impact or in rural areas?
10. Do you know about the State/UT policies supporting startups who are working on climate change and sustainability?
11. Do you know about the State/UT policies supporting startups working in the circular economy, i.e. startups working with a focus on reuse, reduce, recycle and repurpose?

Survey Research Framework Explanation

Based on the Cochran's formula shared, the following will be the formula used to assess the number of survey respondents necessary.

$$n = \frac{NZ^2\sigma^2}{(N-1)e^2 + Z\sigma^2}$$

n = sample size (unit) or the number of startups for survey

N = population size (unit) is the total number of startups in the ecosystem as shared by the state

σ= standard deviation of the sample

Standard deviation is a number used to tell how measurements for a group are spread out from the average (mean or expected value). A low standard deviation means that most of the numbers are close to the average, while a high standard deviation means that the numbers are more spread out.

Example:

Consider a group having the following eight numbers:

2, 4, 4, 4, 5, 5, 7, 9

These eight numbers have the average (mean) of 5:

$$\frac{2+4+4+4+5+5+7+9}{8} = 5$$

To calculate the population standard deviation, first find the difference of each number in the list from the mean. Then square the result of each difference:

$$(2-5)^2 = (-3)^2 = 9 \qquad (5-5)^2 = 0^2 = 0$$
$$(4-5)^2 = (-1)^2 = 1 \qquad (5-5)^2 = 0^2 = 0$$
$$(4-5)^2 = (-1)^2 = 1 \qquad (7-5)^2 = 2^2 = 4$$
$$(4-5)^2 = (-1)^2 = 1 \qquad (9-5)^2 = 4^2 = 16$$

Next, find the average of these values (sum divided by the number of numbers). Last, take the square root:

$$\sqrt{\frac{(9+1+1+1+0+0+4+16)}{8}} = 2$$

The standard deviation here is 2.

e = acceptable sampling error/margin of error or confidence interval

Margin of error, also called the confidence interval, is a statistical measurement of difference between survey results and the population value, expressed as a percentage. Within the survey ecosystem, the margin of error measures the difference between your survey results and how accurately they reflect the views of the overall population.

z = *z* value at reliability level or significance level. z-score (also called a standard score) gives you an idea of how far from the mean a data point is.

- Reliability level 95% or significance level 0.05; *z* = 1.96
- Reliability level 99% or significance level 0.01; *z* = 2.58

A z-score of 2.58 means that it is 2.58 standard deviations raw score away from the population mean.

So, following the formula defined above, the number of survey respondents will be calculated as shown below:

$$n = \frac{NZ^2\sigma^2}{(N-1)e^2 + Z\sigma^2}$$

$$n = \frac{400 x (1.96)^2 x\ (15)^2}{(400-1)(5)^2 + 1.96 x (15)^2} = 33 \text{ survey units}$$

Where 400 is the total population size, i.e., all the startups in the list submitted by the state. For this, population, 33 startups will be reached out for the surveys.

Methodology:

The feedback mechanism for States' Startup Ranking Framework 2022 will ascertain the number of respondents based on the data shared by states. States will share startup list with their districts.

Sample Illustrative:

The number of respondents for each state is highlighted in table 1. The mathematical formula and its values are highlighted in *illustration 1* for better understanding. A sample question is shared below for clarity.

Question 1: Are you aware of the state startup website?

Response: Yes or No.

Question 1.1: If yes, have you ever used or accessed it? If no, then no further questions.

Case 1: In case of 'State 3'in *table 1* over 50% of the respondents respond to Question 1 as yes hence the state will be provided a score of 1.

Case 2: In case of 'State 6' in *table 1*, less than 50% of the respondents respond to Question 1 as yes, the state will be provided a score of 0.

Case 3: In case of 'State 5' in *table 1*, 50% of the respondents respond to Question 1 as yes, the state will be provided a score of 0.

The following illustration highlights a sample size for 10 states based on the data shared by them.

State	Registered Startups (N)	Number of Districts	Z²	α	α²	(N-1)	e	Z	Number of Respondents
State 1	650	10	3.8416	25.262621	638.2	649	5	1.96	91
State 2	595	10	3.8416	20.756927	430.85	594	5	1.96	63
State 3	555	10	3.8416	23.900837	571.25	554	5	1.96	81
State 4	453	10	3.8416	24.037679	577.81	452	5	1.96	81
State 5	459	10	3.8416	24.25469	588.29	458	5	1.96	82
State 6	567	10	3.8416	25.385232	644.41	566	5	1.96	91
State 7	465	10	3.8416	25.714782	661.25	464	5	1.96	92
State 8	292	6	3.8416	26.068286	679.555556	291	5	1.96	89
State 9	267	5	3.8416	31.155096	970.64	266	5	1.96	116
State 10	87	3	3.8416	11.343133	128.666667	86	5	1.96	18

Illustration 1

State	Registered Startups	Number of Respondents	Respondents who answered Yes (%)	Score for Feedback
State 1	650	91	51	1
State 2	595	63	55	1
State 3	555	81	57	1
State 4	453	81	45	0
State 5	459	82	50	0
State 6	567	91	13	0
State 7	465	92	78	1
State 8	292	89	73	1
State 9	267	116	65	1
State 10	87	18	67	1

Table 1

Process of Scoring:

1. All the States and UTs are required to submit documentary evidence for the claimed number of programs, as specified in the Action Points.
2. The claimed programs are accepted or rejected as per the documentary evidence requirement specified in the Action Point. All the documentary evidence requested for in the Action Point are required to be submitted for the program to be considered for evaluation.

Categorization for States and UTs

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

- **Category A** includes all State/UTs with a population of more than 1 crore[2]
- **Category B** includes all States/UTs with a population of less than 1 crore[3]

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[2] Census 2011

[3] Census 2011

Categorization of States and UTs

Category A	Category B
Andhra Pradesh	Andaman and Nicobar Islands
Assam	Arunachal Pradesh
Bihar	Chandigarh
Chhattisgarh	Dadra and Nagar Haveli and Daman and Diu
Gujarat	Goa
Haryana	Himachal Pradesh
Jharkhand	Ladakh
Jammu and Kashmir	Lakshadweep
Karnataka	Manipur
Kerala	Meghalaya
Madhya Pradesh	Mizoram
Maharashtra	Nagaland
NCT of Delhi	Puducherry
Odisha	Sikkim
Punjab	Tripura
Rajasthan	
Tamil Nadu	
Telangana	
Uttar Pradesh	
Uttarakhand	
West Bengal	

Categorization of States and UTs

Reform Area 1: Institutional Support

1. Access to Information through State Startup Portal

Question	Are the following criteria satisfied through the State Startup Portal? (each criterion carries 0.5 points) 1. State Startup Policy and details of all State level approvals and clearances required for registering and operating a startup in the State 2. Details of State Nodal Officer, Nodal Department, and Dedicated team for startups 3. Dedicated helpline or call center for startups 4. Startup Registration, including API integration with Startup India 5. List of State-supported incubators and accelerators, including Incubation support available, 6. Mentorship support available 7. Public procurement support available 8. Funding support available 9. Details of departments providing institutional support to startups 10. Accessibility of all pages of the website in local/official language 11. Accessibility of website for Persons with Disabilities (PwD) 12. Section regarding marketing and outreach including events, webinars, mentorship sessions and others
Scoring Criteria	Absolute Scoring

Scoring Metric	Access to Information through State Startup Portal	**Score**	Maximum Score - 6 (0.5 for each sub-point)	**Document Weightage**	100%

Supporting documents	1. URL and Screenshot for each sub-point
Guidelines	1. URL should be functional across sections 2. If any policy other than the notified Startup policy defines Startup for the purpose of getting applicable benefits and incentives of the State Startup policy, the same shall be hosted in public domain on State Startup Portal 3. 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 4. 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 5. Contact details of dedicated helpline or call center for startups to be made available on State Startup Portal 6. Startup Registration process and real-time application tracking feature should be present on the Startup Portal 7. 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, provided they have enabled API integration on their portals 8. Unique lists of State-supported incubators and accelerators to be available on the State Startup Portal 9. Incubators 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 10. 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 11. Incubation Support, Public Procurement Support, Mentorship Support and

| | Funding Support, if mentioned only in the Startup Policy, will not be considered for the purpose of evaluation |
| | 12. 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 |

13. Further, compliance norms are to be in concurrence with the following: https://www.w3.org/TR/WCAG21/
14. Information for all marketing and outreach efforts including events, webinars, mentorship sessions and others should be available on the State Startup Portal
15. All information should be available on the State Startup Portal during the period of consideration
16. All pages should be accessible in the local/regional language
17. A virtual demo of the website may be requested if required

2. Access to a web-platform for startups to submit grievances

Question	Is there an online platform for startups to submit requests or grievances?
Scoring Criteria	Absolute Scoring
Scoring Metric	a) Yes; and includes state notification/government order/F.A.Q. in public domain outlining possible resolution time b) Yes; but there is no information regarding resolution time c) No

Score	a) 2 b) 1 c) 0	**Document Weightage**	100%

Supporting Documents	1. URL and Screenshots of online unified web-platform to submit requests or grievances 2. List of startups that have submitted requests or queries or grievances through the web platform
Guidelines	1. The State should establish a unified web platform that allows identification of issues or grievances and addressal of requests for availing incentives 2. Requests or grievances or issues on incubation application procedure, and provision of subsidized incubation in State-supported incubators should be addressed on the platform 3. Query portal should be a part of the State Startup portal 4. Query response timeframe should be mentioned in the public domain through a State notification/government order/FAQs 5. Requests or grievances or issues on provision to avail all types of funding, including seed funding, subsidized loans, government grants, sustenance allowance, debt or equity financing through incubators, venture funding, amongst others, to be addressed on the platform 6. Requests or grievances or issues on relaxations, exemptions, and preference provided to startups in public procurement processes to be addressed on the platform

3. Grievance Redressal Timeframe

Question	In how many days is a query resolved?				
Scoring Criteria	Absolute Scoring				
Scoring Metric	a) <30 days b) 30-60 days c) >60 days	**Score**	a) 2 b) 1 c) 0	**Document Weightage**	100%
Supporting Documents	1. Number of total queries received, number of queries resolved and the number of queries unresolved during the period of consideration 2. Average query resolution time for queries or requests				
Guidelines	1. The State should have an active tracking mechanism for query resolution 2. The State should maintain a record of all the queries or requests that have been received during the period of consideration 3. The State should maintain a record of all the responses to the queries or requests received during the period of consideration				

4. Number of State government departments providing institutional support to startups (excludes support from nodal department)

Question	How many State departments provide institutional support to startups? (Excludes support from nodal department)				
Scoring Criteria	Absolute Scoring				
Scoring Metric	1. Number of startups availing institutional support for Category A 2. Number of departments providing institutional support to startups for Category B	**Score**	1. Category A: *Qualifying criteria: Minimum 3 departments* i) >100 Startups – 4 ii) 60-100 Startups – 3 iii) 20-59 – 2 iv) 1- 20 Startups – 1 2. Category B: *Maximum Score - 4* 1 score for each department* (*4 departments = 4 score)	**Document Weightage**	100%
Supporting Documents	Category A 1. List of startups that have availed the incentive scheme wise 2. Details of support provided Category B 1. List of departments providing institutional support to startups 2. Orders detailing schemes of department				
Guidelines	1. Number of State government departments providing institutional support to startups in the form of sustainable programs, hackathons, grand challenges, incubation support, funding support, venture funding, open data APIs and other sustainable programs are considered for evaluation 2. Institutional support provided by nodal department will not be considered for the purpose of evaluation 3. Some activities pertaining to above mentioned programs should have been carried out during the period of assessment with reported outcomes 4. A multi-department program will be counted as one program from the government department leading the program 5. 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. 6. Details of support provided should include the type of support given by department, extent of support and date of provision. 7. Any activity or program undertaken by the State departments to assist startups in COVID19 relief measures will also be considered 8. Notification of schemes will be considered if beneficiary list is shared. 9. Government orders and notifications is not mandatory for Hackathon and other events. 10. In case of procurement support, work orders with details of work order amount and date will be considered.				

5. Number of policies to support startups

Question	Number of active government policies in the period of consideration to support startups
Scoring Criteria	Absolute scoring
Scoring Metric	Number of active government policies to support startups **Score** Maximum Score - 4 1 score for each active government policy **Document Weightage** 100%
Supporting Documents	1. List of active government policies by the State 2. URL and Snapshot of portal having details of such amendments 3. Government Order or notification for startups
Guidelines	1. State response against 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 2. Regulations should be made considering long-term impact of the technology or business model 3. The amendments and their details to be provided on State Startup Portal 4. The State policy should be active during the period of consideration

Reform Area 2: Fostering Innovation and Entrepreneurship

6. Number of startups registered

Question	How many startups have been registered in the State?				
Scoring Criteria	Relative Scoring and Absolute Scoring				
Scoring Metric	a) Number of Startups registered b) List of districts where the startups are registered	Score	Maximum Score for Number of Startups - 3 *Relative Scoring based on Category A and B* a) >67 percentile = 3 b) 34 – 66 percentiles = 2 c) 1 - 33 percentile = 1 *Score for Districts - 2* Category A: a) >90 percentage = 2 b) <90 percentage = 0 Category B: a) >50 percentage = 2 b) <50 percentage = 0	Document Weightage	100%
Supporting Documents	1. List of registered startups and their districts 2. Contact details of registered startups				
Guidelines	1. Unique startups amongst startups registered with the Department for Promotion of Industry and Internal Trade (DPIIT) and/or States or UTs will be considered as "Registered Startups" for the purpose of evaluation 2. Unique startups that are registered on the State startup portal or through a state registration mechanism, will be considered as registered startups for the purpose of evaluation 3. Only the startups registered within the period of consideration (1st August 2021 to 31st December 2022) will be considered for the purpose of evaluation				

7. Number of events undertaken to support student entrepreneurs

Question	How many events, programs and engagements have been undertaken to support student entrepreneurs?							
Scoring Criteria	Absolute Scoring							
Options (Category A)	a) >20 events b) 10- 20 events c) 1- 9 events	**Options (Category B)**	a) >10 events b) 5- 10 events c) 1- 4 events	**Score**	a) 2 b) 1 c) 0.5	**Document Weightage**	100%	
Supporting Documents	1. List of events undertaken 2. Summary report with details such as institution name, duration, venue, number of students, activities performed 3. URL and Screenshot							
Guidelines	1. All program reports should be publicly available on the State Startup Portal 2. Programs may include Business Plan workshops, faculty awareness sessions, Bootcamps, Entrepreneurship Programs, Entrepreneurship or Innovation classes, lectures, meet-and-greets and any other program focused on entrepreneurship development 3. In case of a long-term programs, a sanction letter with proof of funds allocated during the period of consideration would be considered for evaluation. 4. Sessions conducted by the State government, government agencies, nodal institutes, and incubators in Higher Education Institutes shall be considered for the purpose of evaluation. 5. A multi-school program will be counted as one program 6. Partnerships with organizations undertaking programs at educational institutions to support student entrepreneurs shall be considered for the purpose of evaluation. 7. Each event collectively must reach out to a minimum of 50 students.							

8. Number of programs undertaken in Higher Education Institutions (HEIs) to support student entrepreneurs

Question	Number of comprehensive support structures and learning opportunities in Higher Education Institutions' (HEIs) to support student entrepreneurs						
Scoring Criteria	Absolute Scoring						
Options (Category A)	a) >20 programs b) 10- 20 programs c) 1- 9 programs d) Nil	Options (Category B)	a) >10 programs b) 5- 10 programs c) 1- 4 programs d) Nil	Score	a) 2 b) 1 c) 0.5 d) 0	Document Weightage	100%
Supporting Documents	1. List of events undertaken 2. Summary report with details such as institution name, duration, venue, number of students participated, activities performed 3. Program outline from Universities/Colleges 4. Number of students enrolled/participating in the Institutional programs						

Guidelines	1. Events may include Business Plan workshops, faculty awareness sessions, Bootcamps, Entrepreneurship events.
	2. Institutional programs such as Entrepreneurship or Innovation classes, lectures, meet-and-greets provision of a gap year entrepreneurship program, Innovation or E-Cells, deferred placement option, and any other program focused on entrepreneurship development
	3. In case of a long-term programs, a sanction letter with proof of funds allocated during the period of consideration would be considered for evaluation.
	4. Sessions conducted by the State government, government agencies, nodal institutes, and incubators in Higher Education Institutes would be considered for the purpose of evaluation.
	5. Partnerships with organizations undertaking programs at Higher Education Institutes to support student entrepreneurs would be considered for the purpose of evaluation.
	6. The programs must entail at least one of the following:
	   • 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 E-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
	7. Each program collectively must reach out to a minimum of 50 students.
	8. List of student entrepreneurs and their innovations who have started an organization while studying at an HEI, set up at the HEI or are working on an idea incubator associated with the HEI						

9. Number of women-led startups receiving special incentives

Question	How many women-led startups have received support through special incentives?
Scoring Criteria	Relative Scoring and Absolute Scoring
Scoring Metric	a) Number of unique women- led startups receiving support b) List of districts with women led startups	**Score**	Maximum Score for Number of Startups – 3 *Relative Scoring based on Category A and B* a) >67 percentile = 3 b) 34 – 66 percentile = 2 c) 1 - 33 percentile = 1 Maximum Score for Districts – 2 Category A: a) >50 percentage = 2 b) 1-50 percentage = 1 Category B: c) >30 percentage = 2 d) 1-30 percentage = 1
Supporting Documents	1. Policy or scheme document covering incentives for women-led startups 2. List of unique women-led startups supported by State and their districts 3. Details of incentive provided to each startup
Guidelines	1. States should have a clear definition of who qualifies to be a women entrepreneur and this information should be published in the public domain 2. For the purpose of evaluation, only startups with a woman as Founder/Co-Founder or major shareholder may be considered as a woman- led startup for this Action Point 3. 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. 4. Details of incentives provided to women-led startups should entail provision of type of incentive, and extent of incentive (Eg. Amount of funding provided) 5. The incentives provided for evaluation should have been availed during the period of consideration 6. Any support either in the form of monetary benefits, incubation or any non-fiscal support provided to women entrepreneurs will be considered

Reform Area 3: Access to Market

10. Relaxations in the criteria to increase participation of startups in public procurement

Question	Have the relaxations in the following criteria been taken to increase participation of startups in public procurement? (a) 'Prior experience' criteria (b) 'Prior turnover' criteria (c) 'Submission of EMD' criteria
Scoring Criteria	Absolute Scoring

Scoring Metric	a) Yes, all 3 relaxations have been provided b) Yes, 1-2 relaxations have been provided c) No	**Score**	a) 2 b) 1 c) 0	**Document Weightage**	100%

Supporting Documents	1. Government order or Notification outlining relaxations 2. Sample RFPs where all the relaxations submitted are provided should be shared for evaluation
Guidelines	1. 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 2. Sample RFPs where exemptions have been provided are mandatory for the purpose of evaluation 3. Public procurement exemptions in the State Startup policy (even if notified) **only**, shall not be considered 4. For the purpose of evaluation, the criteria being submitted as relaxed, 'Prior turnover', 'Prior Experience' or 'Submission of EMD' need to be relaxed to 100%

11. Startups provided access to market and showcase opportunities

Question	How many startups have been given the opportunity to participate in market access activities focused on procurement or showcase?
Scoring Criteria	Absolute Scoring

Options (Category A)	**Options (Category B)**		**Score**	**Document Weightage**	100%
a) 130 - 200 startups b) 66 - 130 startups c) 1 - 65 startups	a) >50 startups b) 26 - 50 startups c) 1 - 25 startups		a) 3 b) 2 c) 1		

Supporting Documents	1. List of programs undertaken with participation from startups 2. Summary of program undertaken 3. List of attendees for programs conducted
Guidelines	1. 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 2. 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 3. 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 4. 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 5. 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 6. The potential buyers as per the Action Point will may be private sector stakeholders, including corporates, industry associations, family offices and other private sector stakeholders 7. Any activity or program undertaken by the State departments to assist in Covid19 relief measures by sourcing from startups will also be considered 8. MoU's signed with international or domestic partners which provides startups with an opportunity to work with them shall be considered for

evaluation

9. For Hackathons and Grand Challenges, an official document highlighting the following details shall be considered for evaluation:
   - Problem Statements
   - Focus areas and sectors
   - Date and venue of the Hackathon or Grand Challenge
   - Duration
   - Number of participants or startups
   - Role of State Government

10. For Buyer-Seller Meet and Demo or Demand Days, the following guidelines may be followed:
    - 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
    - An official document highlighting the following details shall be considered for evaluation:
      o Sector theme or Problem Statements
      o Demand from potential buyers, i.e., expected deployment opportunity
      o Date and venue of the event
      o Participation from atleast 20 relevant startups and two government stakeholders (excluding the nodal department) – Only for Category A

11. 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

12. Number of startups awarded purchase orders or work orders

Question	How many startups have been awarded work orders?
Scoring Criteria	Relative Scoring and Absolute Scoring

Scoring Metric	a) Number of unique startups awarded purchase or work orders b) List of districts of startups who were provided purchase or work order	Score	Maximum Score for Number of Startups – 4 *Relative Scoring based on Category A and B* a) >75 percentile = 4 b) 51 – 75 percentile = 3 c) 26 - 50 percentile = 2 d) 1 – 25 percentile = 1 Maximum Score for Districts – 2 Category A: a) >50 percentage = 2 b) 1-50 percentage = 1 Category B: **a)** >30 percentage = 2 **b)** 1-30 percentage = 1	Document Weightage	100%

Supporting Documents	1. List of beneficiary startups that have been awarded work-orders 2. Copies of purchase or work-orders 3. List of startups and their districts who were provided purchase/work order

Guidelines	1. 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. 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 3. List of State registered startups awarded work orders by the State government through GeM Portal will also be considered for the purpose of evaluation 4. For work orders received through GeM, only the work orders by the States' government would be considered for the purpose of evaluation 5. State or UT should provide purchase orders or work orders to startups through a transparent mechanism 6. Copies of purchase orders or work orders provided should have been issued in the Period of Consideration 7. Non-duplicity of startups to be ensured 8. Minimum value of work-order or purchase-order should be ₹50,000 per startup

Reform Area 4: Incubation and Mentorship Support

13. Number of incubators set-up or upgraded

Question	How many incubators have been set-up or existing incubators been upgraded? What is the total list of incubators in the state?					
Scoring Criteria	Absolute scoring					
Options (Category A)	a) >12 incubators b) 5 - 12 incubators c) 1- 4 incubators	**Options (Category B)**	a) >5 incubators b) 2 - 4 incubators c) 1 incubator	**Score**	a) 3 b) 2 c) 1	**Document Weightage**	100%
Scoring Metric	List of districts where incubators are functioning	**Score**	Maximum Score for Districts – 2 Category A: a) >50 percentage = 2 b) 1-50 percentage = 1 Category B: a) >30 percentage = 2 b) 1-30 percentage = 1		**Document Weightage**	100%
Supporting Documents	1. List of active incubators set-up or supported by State government 2. Proof of release of funds 3. Acknowledgement letter by the incubators certifying support provided by State government 4. List of existing incubators in the state with their districts					
Guidelines	1. State should provide assistance to Incubators or Universities or Corporates in setting up of new incubators or upgrading existing incubators in the State. Support may be in the form of capital or operational expenditure. 2. Business incubators may be defined as institutions that support entrepreneurs in developing their businesses, especially in initial stages. These are organizations geared towards speeding up the growth and success of startups and early-stage companies. 3. Incubation support includes providing technological facilities and advices, initial growth funds, network and linkages, co-working spaces, lab facilities, mentoring and advisory support. They are often a good path to capital from angel investors, government organizations, economic-development coalitions, venture capitalists and other investors. 4. The total number incubators for the purpose of evaluation will be a sum of number of incubators set-up and number of incubators supported during the period of consideration 5. Minimum support for upgrading existing incubators – ₹3 Lakhs per incubator 6. Minimum support for Setting-up Incubator – ₹10 Lakhs per incubator 7. Support in form of allotment of land for incubators will also be considered for evaluation. 8. Government Orders outlining the provision of support for incubators would only be considered for evaluation if complemented by proof of release of funds. 9. Consulting support provided to State-supported incubators in any form will not					

	be considered for evaluation.
	10. Only outlining the provisions for supporting incubators in Notified State or UT Startup policy would not be considered for the purpose of evaluation as proof of release of funds is mandatory.
	11. List of incubators who have applied for Startup India Seed Fund Scheme (https://seedfund.startupindia.gov.in/)
	12. The Incubators that have **applied** for Startup India Seed Fund Scheme will be exempted from submission of requisite documents

14. Number of startups receiving incubation support

Question	How many startups are receiving incubation support?
Scoring Criteria	Relative scoring and Absolute Scoring

Scoring Metric	a) Number of unique startups supported b) Total startups accessing incubation at the incubation centers and their districts	**Score**	Maximum Score for Number of Startups – 4 *Relative Scoring based on Category A and B* a) 76 - 100 percentile = 4 b) 51 – 75 percentile = 3 c) 26 - 50 percentile = 2 d) 1 – 25 = 1 Maximum Score for Districts – 2 Category A: a) >50 percentage = 2 b) 1-50 percentage = 1 Category B: a) >30 percentage = 2 b) 1-30 percentage = 1	**Document Weightage**	100%

Supporting Documents	1. List of beneficiary startups receiving incubation support 2. List of startups who have received incubation support at incubation centres and their districts
Guidelines	1. The list of beneficiaries will **only** include startups which have received incubation during the period of consideration. 2. Details of specific support provided in Incubators to startups (Eg. technical assistance, workspace, labs, testing zones, etc.) must be shared for the purpose of evaluation. 3. Partnerships of incubators with Indian or International companies, institutions or organizations including PSUs, including their offerings to startups must be outlined 4. Subsidized Incubation provided by State government through private incubators will also be considered for the purpose of evaluation 5. Incubation provided through incubators of other States, subsidized by the State government will also be considered for the purpose of evaluation 6. Proof of Incubation may include MoUs/Contracts/ self-certification signed with startups

15. Number of startups which enrolled in acceleration programs

Question	How many startups have enrolled in acceleration programs?
Scoring Criteria	Relative scoring
Scoring Metric	Number of unique startups supported	**Score**	Maximum Score for Number of Startups – 2 *Relative Scoring based on Category A and B* a) >50 percentile = 2 b) 1 - 51 percentile = 1
Supporting Documents	1. Acceleration program- wise list of unique startups enrolled in the program 2. Details of each acceleration program		
Guidelines	1. Only MoUs with accelerator partners and support provided under corporate partnerships or incubators will not be considered 2. Support provided by 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. 3. Existing Acceleration Programs will only be accepted if startups from the particular state receive a specific quota or support in it 4. The details of support provided to Startups (Eg. mentorship, free research and development facilities, free trainings, funding etc.) must be shared for the purpose of evaluation.		

16. Number of startups connected with mentors by state supported incubators

Question	Number of startups connected by state supported incubators with mentors					
Scoring Criteria	Absolute Scoring					
Options (Category A)	a) >80 startups b) 41-80 startups c) 1- 40 startups	**Options (Category B)**	a) >20 startups b) 10 -20 startups c) 1- 9 startups	**Score**	a) 3 b) 2 c) 1	**Document Weightage**	100%
Supporting Documents	1. List of registered mentors 2. List of beneficiary startups receiving mentorship in the State					
Guidelines	3. 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) 4. Mentorship provided by a single mentor to multiple startups will not be considered for the purpose of evaluation 5. Startups should be connected with registered mentors through an online or offline State supported Incubator mechanism 6. Connection of startups and mentors should be established within the period of consideration 7. Virtual connection of a registered startup and mentor will be considered for the purpose of evaluation					

Reform Area 5: Funding Support

17. Access to Funding established by the State Government

Question	Has the State government established a Seed Fund, Venture Fund or Fund of Fund for startups?				
Scoring Criteria	Absolute Scoring				
Options	a) Yes b) No	**Score**	a) 5 b) 0	**Document Weightage**	100%
Supporting Documents	1. Guideline Document for the fund(s) 2. MoU(s) 3. Budget allocation 4. Proof of release of funds				

Guidelines	1. The State government should establish or support during the period of consideration for the purpose of evaluation
	2. If the State has previously established a seed fund, the government should allocate at least INR 1 crore to support the fund during the period of consideration
	3. The Budget allocation and disbursement to the fund should be within the period of consideration
	4. Following milestones to be reported:
	    • Operating guidelines for a fund designed and approved
	    • Budget allocated				

18. 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) >100 startups b) 51 – 100 startups c) 1- 50 startups	Options (Category B)	a) >50 startups b) 26-50 startups c) 1-25 startups	Score	a) 6 b) 4 c) 2	Document Weightage	100%
Supporting Documents	1. List of startups funded, along with the funding amount 2. Sanction letters to be provided 3. Proof of release of funds 4. Total amount of money disbursed						
Guidelines	1. 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 would be considered 2. Startups funded by State-supported Incubators which have received funding from Startup India Seed fund scheme will be also considered for evaluation 3. Startups funded from Venture Fund(s) or Fund of Funds supported by the State Government along with the funding amount and date of disbursement would be considered for the purpose of evaluation 4. The funds should have been disbursed to the beneficiary startups during the Period of Consideration 5. Proof of funding commitment will not be considered for this Action Point. Proof of release of funds is mandatory 6. The minimum funding amount should be ₹2 Lakh per startup (for Category A) and ₹1 Lakh per startup (for Category B) over the period of consideration 7. 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) 8. Organizing Startup events and providing funding in the form of cash awards to the winning startups at these events shall be considered for the purpose of evaluation subject to the following conditions: • 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 9. Non-duplicity of startups to be ensured in the list submitted						

19. Number of programs undertaken to connect startups with private funds or investors

Question	How many startups have been connected with private funds or investors?						
Scoring Criteria	Absolute scoring						
Options (Category A)	a) >50 startups b) 25-50 startups c) 1-24 startups	Options (Category B)	a) >10 startups b) 5 - 10 startups c) 1 - 4 startups	Score	a) 2 b) 1 c) 0.5	Document Weightage	100%
Supporting Documents	1. List of startups facilitated with investors 2. List of investors						
Guidelines	1. 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 2. The State or UT response shall be considered for the purpose of evaluation only if a summary report is provided 3. Testimonials of startups and investors who have been connected 4. Any programs or initiatives which facilitate dedicated conversation or pitching between investors and startup will be considered for the purpose of evaluation						

Reform Area 6: Capacity Building of Enablers

20. Number of sensitization workshops conducted for officials of State government departments on startup ecosystem of India

Question	How many sensitization workshops have been conducted for officials of State government departments on startup ecosystem of India?				
Scoring Criteria	Absolute scoring				
Options	a) >5 workshops b) 1- 5 workshops c) Nil	**Score**	a) 3 b) 1 c) 0	**Document Weightage**	100%
Supporting Documents	1. Summary report to be shared for each workshop (workshop name, activities undertaken, Date, Venue, duration of the workshop and staff participated) 2. Details of the participants, along with their departments and designations				

Guidelines	1. Virtual workshops or webinars or sessions will also be considered for the purpose of evaluation
	2. In case of virtual workshops, a summary report detailing workshop name, date, duration, participants, and Record of Discussion to be shared
	3. Workshops conducted in collaboration with Central Government Departments would also be considered for evaluation
	4. Each workshop should cover the following topics:
	   • Policy and regulations related to startup ecosystem in India AND
	   • Startup India Session on benefits AND
	   • Role of State government to encourage entrepreneurship AND
	   • National and Global Best Practices
	5. Each workshop should be conducted for a minimum of 4 hours
	6. Workshops conducted across multiple days would be considered for the purpose of evaluation
	7. There should be participation of minimum 25 state government officials across all workshops from the submitting state
	8. There should be participation from at least 5 government departments across all workshops
	9. All Departments (other than the Nodal Department) providing Institutional Support should attend atleast one workshop				

21. Number of State-supported incubators trained through capacity development workshops

Question	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**	Maximum Score for Number of Incubators - 3 *Relative Scoring based on Category A and B* a) >67 percentile = 3 b) 34 – 66 percentile = 2 c) 1 - 33 percentile = 1	**Document Weightage**	100%

Supporting Documents	1. Summary report to be shared for each workshop 2. List of all State-supported incubators (as of 31st December 2022) 3. Unique list of incubators participated in workshops
Guidelines	1. Participants may include CXOs, managers, and other managerial staff in incubators 2. Only participation from managers or staff or teams of unique incubators will be considered for evaluation. 3. Participation from multiple managers or staff or teams from same incubator will be considered as participation of one incubator 4. Collaboration with State supported incubators for conducting capacity development programs in other incubators would be considered for evaluation 5. Financial support provided by the State to the incubators for capacity building programs conducted in other States or countries will also be considered 6. Financial support provided by the State to the incubators for capacity building programs conducted by private and international organizations will also be considered 7. Suggestive list of topics is given below: • Business Incubation Definitions and Principles • Business Incubator Models • Incubator Administration and Management • Marketing and Stakeholder Management • Financial Management • Raising funds from the government • Monitoring & Evaluation • Implementing a Mentoring Program • Technology Commercialization • Setting up virtual incubation services

22. Number of programs conducted to sensitize potential investors (including family businesses, corporate houses & entrepreneurs) on investment in startups

Question	How many programs have been conducted to sensitize potential investors (including family businesses, corporate houses & small entrepreneurs) on investment in startups?					
Scoring Criteria	Absolute scoring					
Options (Category A)	a) >10 programs b) 5- 10 programs c) 1- 4 programs	**Options (Category B)**	a) >5 programs b) 3- 5 programs c) 1- 2 programs	**Score**	a) 3 b) 2 c) 1	**Document Weightage**	100%
Supporting Documents	1. Summary report to be shared for each program 2. List of family businesses, corporate houses, small entrepreneurs, and other potential investors that participated in programs					
Guidelines	1. This Action Point aims to increase the number of early-stage investors in the startup ecosystem of the country by sensitizing potential investors, including family businesses, corporate houses, small entrepreneurs, on potential of startups as a lucrative asset class. It aims to build capacities of aspiring or emerging investors who want to deepen their experience in early-stage investing 2. Virtual programs or workshops will also be considered for the purpose of evaluation 3. Programs or workshops should be conducted in different districts, with a minimum of five districts being covered in Category A States (no minimum number of Category B States and UTs) 4. Programs conducted by private organisations, such as Investor Networks, supported by State government will be considered for evaluation 5. Support provided by State government (logistics, financial support, etc.) to be provided in the summary document 6. There should be participation of minimum 10 potential investors 7. Programs or workshops can include corporate programs conducted in partnership with the state department 8. Each program should fulfil at least one of the following: • Knowledge-based sessions OR • Masterclasses & one-on-one interactions to facilitate investor to investor connects OR • Basics of Angel Investment OR • Exit opportunities for angels OR • Successful case studies of angel funded companies					

Reform Area 7: Roadmap to a Sustainable Future

23. Number of startups with rural impact supported

Question	How many startups with rural impact have been supported?
Scoring Criteria	Relative Scoring

Scoring Metric	Number of startups supported	**Score**	Maximum Score for Number of Startups - 3 *Relative Scoring based on Category A and B* a) >67 percentile = 3 b) 34 – 66 percentile = 2 c) 1 - 33 percentile = 1	**Document Weightage**	100%
Supporting Documents	1) Policy or scheme document covering incentives for startups with rural impact 2) List of rural impact startup supported 3) Details of incentive provided to each startup				
Guidelines	1) States should have a clear definition of which startups qualify to be a part of rural impact and this information should be published in the public domain 2) Rural impact may include startups generating employment opportunities, innovations focused on rural development or other such criteria's 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 (eg. Amount of funding provided), and date of provision. 5) Scheme document covering incentives for rural impact 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				

24. Startups working on sectors focussed on renewable energy, sustainability, and climate change

Question	Number of startups focused on renewable energy and climate change and sustainability supported by the state government
Scoring Criteria	Absolute Scoring

Options (Category A)	Options (Category B)	Score	Document Weightage	100%
a) >50 startups b) 26-50 startups c) 1-25 startups	a) >10 startups b) 6-10 startups c) 1-5 startups	a) 3 b) 2 c) 1		

Supporting Documents	1. Policy or scheme document covering incentives for startups focused on renewable energy and climate change and sustainability 2. List of startup supported 3. Details of incentive provided to each startup
Guidelines	1. 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 2. Renewable energy, climate change and sustainability may include startups generating employment opportunities, innovations focused on sustainable development or other such criteria's 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 (eg. Amount of funding provided), and date of provision. 5. Scheme document 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

25. Active policies which support startups working on Circular Economy

Question	Number of active policies which support startups working on Circular Economy.

Scoring Criteria	Absolute Scoring	**Score**	a) 2 b) 0	**Document Weightage**	100%

Supporting Documents	1. List of regulations, policies or procurement norms introduced by the State 2. URL and Snapshot of portal having details of such amendments 3. GO or notification for startups in circular economy
Guidelines	1. This Action Point includes policies, acts and amendments programs aimed to increase the demand for sustainability related products in the market 2. 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 3. 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)* 4. The amendments and their details to be provided on State Startup Portal 5. Support may be in the form of grants, mentorship, capacity development sessions or any other non-monetary support 6. Beneficiaries of all the policies/schemes to be provided *in case a GO or notification is unavailable, an office order may be considered for evaluation*