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

#startupindia

National Startup Awards 2022

Guidelines

Contents

Introduction

Startup India' is a flagship initiative that aims to build a strong ecosystem for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large-scale employment opportunities. Startup India Action Plan comprises 19 specific action items spanning across areas such as "Simplification and handholding", "Funding support and incentives" and "Industry-academia partnership and incubation". Substantial progress has been achieved not only on the Action Plan but on many other initiatives beyond the Action Plan that have been undertaken for the development of the overall growth of startup movement in the country.

Actions taken so far have resulted in a culture of innovation and entrepreneurship taking firm roots across the length and breadth of the country. The results are visible across all fields of human endeavour and all sectors of the economy. The National Startup Awards have been conceptualized to further strengthen the startup ecosystem in the country.

National Startup Awards 2020

First-ever National Startup Awards ('NSA') were concluded in October 2020, to recognize and reward outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact. NSA 2020 witnessed overwhelming participation from 1641 startups, 31 incubators, and 10 accelerators, which applied under various categories. 32 startups, 1 incubator, and 1 accelerator were recognised as winners in their respective categories and were felicitated by the Hon'ble Minister for Commerce & Industry, Shri Piyush Goyal on 06 October 2020 at one of its kind virtual NSA 2020 ceremony recognizing and rewarding outstanding startups and ecosystem enablers that are building innovative products or solutions and scalable enterprises, with high potential of employment generation or wealth creation, demonstrating measurable social impact.

National Startup Awards 2020 also recognized the players who act as enablers in the Startup ecosystem, especially the ones who are successfully helping startups across the spectrum, irrespective of the geographical location and strata of society.

National Startup Awards 2021

Despite the challenging times, the Indian Startup ecosystem has showcased unprecedented resilience and zest for innovation, which have been playing an important role in propelling the nation's socio-economic growth trajectory. As a successor to the first edition, National Startup Awards 2021 imbibed the philosophy of recognizing and rewarding outstanding startups and enablers which have demonstrated exceptional capabilities not just in terms of financial gains, but also for the measurable impact for the society, where 2177 startups belonging to 49 sectors of the economy have participated in the awards along with 53 incubators and 6 accelerators.

46 startups, 1 incubator, and 1 accelerator were recognised as winners in their respective categories and were felicitated by the Hon'ble Minister for Commerce & Industry, Shri Piyush Goyal on 15 January 2022 as a part of the Startup India Innovation Week which also saw the announcement of the National Startup Day as 16th January. Six special categories were also introduced to recognize exceptional Startups contributing to the good of society. The 2021 edition of the awards also recognized exceptional Startups innovating solutions to promote Indic languages and to complement national efforts to combat the COVID-19 pandemic.

National Startup Awards 2022

The third edition of National Startup Awards – National Startup Awards 2022 shall recognize and reward outstanding startups and enablers which have demonstrated exceptional capabilities not just in terms of financial gains but also for the measurable impact for the society. NSA 2022 also aims to cover flagship schemes launched by the Government of India through innovations in corresponding areas, thereby solving community problems at large.

In line with Azadi Ka Amrit Mahotsav, NSA 2022 will acknowledge startups and enablers who have been instrumental in revolutionising the development story of India and hold within them the power and potential to enable Prime Minister Modi's vision of activating India 2.0, fuelled by the spirit of Atmanirbhar Bharat.

The recognized entities will benefit from such recognition, not only in terms of being able to attract more business, financing, partnerships, and talent, but also enable them to serve as a role model for other entities, budding entrepreneurs, and to inspire them to be purposeful and responsible about their socio-economic impact. NSA 2022 will also focus on the ESG practices, climate change, and other sustainability initiatives such as blue economy, green economy, sustainable tourism, digitization, etc.

The NSA 2022 aims to look beyond the traditional thought process of measuring the success of a startup i.e., funding, financial gains for investors, etc. to parameters such as a benefit for the society, solving a key problem with some innovative solution/ product, developing some innovative solution/ product which is a paradigm shift in the approach in the sector/ sub-sector and creation of jobs (direct and indirect) in the country.

Categories of Awards

➢ Sectors

S. No.	Sector	Sub-Sectors
1	**Agriculture**	1. Irrigation 2. Productivity 3. Post-harvest 4. Farmer engagement and education
2	**Animal Husbandry and Dairy**	5. Productivity
3	**Construction**	6. Materials 7. Construction technologies (including planning and monitoring)
4	**Drinking Water**	8. Access to potable drinking water
5	**Education & Skill Development**	9. Access to institutional education 10. Access to open education 11. Teacher training 12. Toys as learning resource 13. Vocational training
6	**Energy**	14. Clean energy 15. Energy Efficiency 16. Energy Storage
7	**Enterprise Technology**	17. Business process management 18. Customer relationship management 19. Logistics management

S. No.	Sector	Sub-Sectors
8	**Environment**	20. Waste to value 21. Sanitation 22. Sustainable Industrial Solutions
9	**Fintech**	23. Insurance 24. Financial inclusion 25. Financial literacy
10	**Food Processing**	26. Processing (excluding meat processing) 27. Meat Processing (including Fisheries) 28. Packaging and retailing
11	**Health & Wellness**	29. Access to healthcare 30. Diagnostics 31. Life sciences 32. Medical devices including affordable point of care 33. Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH) 34. Fitness and Sports 35. Mental well being
12	**Industry 4.0**	36. Internet of Things 37. 3D printing 38. Augmented reality products/wearables 39. Computer vision 40. Robotics
13	**Media & Entertainment**	41. Gaming 42. Animation 43. Production and post-production
14	**Security**	44. Security & safety systems 45. Cyber security
15	**Space**	46. Space technologies (including launch vehicles, applications, spacecraft technologies)
16	**Transport**	47. Transport services and infrastructure 48. Freight & logistics services
17	**Travel**	49. Hospitality 50. Travel planning and discovery

➢ **Special categories of Awards**

Categories	Winner	Runners Up
Startups	One startup in each of the sub-sectors	Two startups in each of the sub-sectors
Special Category: Women led startups	One startup	-
Special Category: Impact in rural areas	One startup	-
Special Category: Campus startup	One startup	-
Special Category: Manufacturing excellence	One startup	-

Categories	Winner	Runners Up
Special Category: Innovation tackling the pandemic (preventive, diagnostic, therapeutic, monitoring, digital connect, work from home solutions etc.)	One startup	-
Special Category: Solution delivery or business operations in Indic languages	One startup	-
Special Category: Startups from North-East *(Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura)* and Hilly States/ UT *(Himachal Pradesh, Jammu & Kashmir, Ladakh and Uttarakhand)*	One startup	-
Incubators	One winner	-
Accelerators	One winner	-

Details of Awards

➢ Prize

Following prizes that shall be awarded to Startups, Incubators, and Accelerators

Startups
   I.   A cash prize of **INR 5 lakhs** shall be awarded to one winning startup in each of the sub-sectors.
   II. The winner and the finalists shall be given the opportunity to present their solutions to relevant public authorities and corporates for potential pilot projects and work-orders
   III. The winners and finalists shall be given priority for participation in various national and international startup events sponsored by DPIIT

Incubators
A cash prize of **INR 15 lakhs** shall be awarded to one winning Incubator

Accelerators
A cash prize of **INR 15 lakhs** shall be awarded to one winning Accelerator

➢ Eligibility Criteria

Startups
   I.   The startup should be a DPIIT recognized startup. The entity must submit their certificate of incorporation or partnership deed.
   II. The entity must have a hardware or software product or a process solution that is present in the market.
   III. The entity must have all applicable trade trade-specific registrations (example: CE, FSSAI, MSME, GST Registration, etc.
   IV. There should not have been any default in the last three years (FY 2018-19, 19-20, 20-21) by the entity or any of its promoters or any of their group entities
   V.   In case your startup is less than 3 years old, please upload all available financial statements. Startups which are less than a year old and do not have audited financials, will be exempt

from this requirement. In case of non-availability of audited financials for FY 20-21, provisional statements issued by chartered accountant may be provided.

Incubators

I. The incubator should be structured as an independent entity - a company, a public trust, or a society.
II. The incubator should be operational at least for two years as on 1st January 2022.
III. The incubator must have successfully graduated a minimum of 15 startups.

Accelerators

I. The accelerator should be structured as an independent entity-a Company, a Public trust or a Society.
II. The accelerator should be operational at least for two years as on 1st January 2022.
III. The accelerator must have successfully graduated a minimum of 10 startups.

Rules for National Startup Awards 2022

The following rules will be followed:

I. Participation in the National Startup Awards is voluntary.
II. Startups/ Incubators/ Accelerators who have won in any category in any previous National Startup Awards will not be eligible
III. Award application form is to be filled in English only.
IV. One startup can nominate itself in maximum 2 categories
V. Finalists maybe subject to a legal due diligence review by independent third-party evaluators. If the individual/ organization refuses to such a request, Startup India holds the right to select the next highest scoring nominee as the award winner.
VI. By participating in the National Startup Awards, the startups, nominator, ecosystem enablers agree to the Government of India's and its partners use of its name, URL, photos, and videos for promotional purposes on its website and other promotional material.
VII. Any false information provided within the context of National Startup Awards by any entity concerning identity, mailing address, telephone number, email address, ownership of right, or non-compliance with these rules or any terms and conditions or the like may result in the immediate elimination of the entity from the awards process.
VIII. The decisions of the jury and the implementation committee shall be final and binding. At the discretion of the jury, awards may not be presented in any sector or sub-sector if a deserving entity is not found.
IX. All support agencies, jury, shall sign (physically or digitally), a non-disclosure agreement with Startup India.
X. DPIIT reserves the right at its sole discretion to cancel, terminate, modify, or suspend the National Startup Awards or not award any entity in any sector or sub-sector. DPIIT further reserves the right to disqualify any candidate/entity that tampers with the submission process, commits fraud or is in violation of criminal and/or civil laws.
XI. Allowances shall not be paid to any entity for travel or presentation before jury

Registration - Instructions for filling the form

(A step-by-step guide to participate in National Startup Awards 2022)

Startups

Step1: Register on Startup India and obtain DPIIT recognition

In case you are <u>already registered on Startup India and have a DPIIT recognition number</u>, ensure that all the details given on Startup India registration are correct as certain fields will auto-populate in the application form

Step 2: Go to '**National Startup Awards**' tab on Startup India Website to visit the National Startup Awards page

Step 3: Click on the button '**Apply for National Startup Awards 2022**' visible in the right bottom

Step 4: Click on 'Apply as Startup' under application closing countdown <u>or</u> select the category and the sub-category under which the startup wishes to apply

Step 5: Check the auto-populated details in the participation form for National Startup Awards

Step 6: Fill in the details as mentioned in the application form

Step 7: Ensure to keep the following documents ready for upload:

- Certificate of Incorporation/Partnership deed
- Partnership deed or other government accepted proof as proof for a woman founder (if applicable)
- PAN card for founder/ co-founder
- Aadhar card for founder/ co – founder
- Startup Pitch Deck (Not more than 10 slides)
- Trade specific registrations
- Audited financial statements for the past 3 years (P&L Statement + Balance Sheet + IT Return)
- Proof – In case of applying in special category (women-led startup OR campus startup OR impact in rural area OR potential for import substitution OR Innovation for COVID-19 (preventive, diagnostic, therapeutic, monitoring OR content delivery in Indic languages)
- 120 seconds video explaining your product or service (this video cannot be a YouTube link; it has to be made for application to National Startup Awards). The video should cover – business model, scalability, innovation, social & economic impact on environment

Step 8: Ensure that all the uploads required comply with the size requirement as mentioned

Step 9: Click 'submit'

Incubators

Step 1: Register on Startup India

In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct as certain fields will auto-populate in the participation form

Step 2: Go to '**National Startup Awards**' tab on Startup India Website to visit the National Startup Awards page

Step 3: Click on the button '**Apply for National Startup Awards 2022**' visible in the right bottom

Step 4: Click on 'Apply as an Incubator' tab under the 'Award Categories for Enablers'

Step 5: Check the auto-populated details in the participation form for National Startup Awards

Step 6: Fill in the details as mentioned in the application form

Step 7: Fill in the details (as per the format given in the application form) for

- Incubation Details
- Incubation Support
- Funding Details
- Mentoring Support
- Any other Support Provided to Incubatees

Step 8: Ensure to keep the following documents ready for upload

- Certificate of Incorporation
- PAN card for organization

Step 9: Re-check the details filled in the application form

Step 10: Ensure that all the uploads required comply with the size requirement as mentioned against the category

Step 11: Click 'Submit'

You are required to submit details* for the following questions in the format as given below. Please ensure that you attach pdf files

*- All details are to be filled "As on date" except for the fields where there is a timeline mentioned

Q 13. Total number of startups incubated

Name of the startup	Name of the founder(s)/co-founder(s)	Date of incorporation	Date of joining the incubator	Which program were they a part of (name of the program, link to the website/micro site of the program)	Funds raised while they were part of the incubator
Startup 1					
Startup 2					
+					

Q 14. Number of startups graduated from the incubator

Name of the startup	Date of graduation of the startup	Valuation at the time of graduation (in INR)

Startup 1		
Startup 2		
+		

Q 15. Number of startups that have raised follow on investments

Name of startup	Date of graduation	What is the total amount of investment that they raised?	Rounds of funding	Sources of funding (optional)
Startup 1				
Startup 2				
+				

Q 16. 2-year survival rate of startups from date of joining the incubation program

Name of startup	Date of Incorporation	Current base location	Current clients	Website link for the startups
Startup 1				
Startup 2				
+				

Q 17. Infrastructure support for startups *(Not Mandatory)*

Kindly provide proof in form of pdf. Example - Images of facilities, description of facilities etc.

Q 18. Are you supported by state/center govt. department/ministry? *(Not Mandatory)*
Kindly provide proof such as an email from concerned department, transfer of fund certificate etc.

Q 19. Number of startups invested in

Name of startup	Amount of investment	Stake % if any	Engagement with startup currently
Startup 1			
Startup 2			
+			

Q20. Number of startups supported through grant or fund (state/central govt./any other org.)

Name of the startup	Amount of grant or fund given	Year of grant or fund given	Source of grant or fund
Startup 1			
Startup 2			
+			

Q21. Total investment raised for startups (in INR million)

Name of startup	Source of the investment raised	Amount of the investment raised
Startup 1		
Startup 2		

+		

Q 22. Total corpus available for incubatees from the date of incorporation (in INR million)
Kindly provide proof of fund allocation or corpus allocation or any other in a pdf format

Q 23. Number of paid mentors onboarded

Name of the mentor	Industry he/she belongs to	Brief profile of the mentor (not more than 200 words)	Services rendered by the mentor
Mentor 1			
Mentor 2			
+			

Q 24. Number of startups which crossed the mark of two crore revenue during the incubation program in past one year
Kindly provide proof of revenue of incubated startups in the past one year through self-certification on company letterhead with signature and stamp in PDF format

Q 25. Number of IPs facilitated by incubator for incubatees

Name of startup	Startup Incubation Joining Date	Please mention if Startup is currently incubated (Y/N)	Date of Filing IP	Link to IP Certificate (if received)
Startup 1				
Startup 2				
+				

Q 26. Mentoring hours – Average monthly hours allocated / Startup
Kindly provide proof of mentoring hours through self-certification on company letterhead with signature and stamp in PDF format

Accelerator

Step 1: Register on Startup India

In case you are already registered on Startup India, ensure that the details given in Startup India registration are correct as certain fields will auto-populate in the participation form

Step 2: Go to '**National Startup Awards**' tab on Startup India Website to visit the National Startup Awards page

Step 3: Click on the button '**Apply for National Startup Awards 2022**' visible in the right bottom

Step 4: Click on 'Apply as an Accelerator' tab under the 'Award Categories for Enablers'

Step 5: Check the auto-populated details in the participation form for National Startup Awards

Step 6: Fill in the details as mentioned in the application form

Step 7: Fill in the details (as per the format given in the application form) for

- Accelerator Details
- Acceleration Support
- Funding Details
- Mentoring Support
- Any other Support Provided to Incubatees

Step 8: Ensure to keep the following documents ready for upload

- Certificate of Incorporation
- PAN card for organization

Step 9: Re-check the details filled in the application form

Step 10: Ensure that all the uploads required comply with the size requirement as mentioned against the category

Step 11: Click 'Submit'

You are required to submit details* for the following questions in the format as given below. Please ensure that you attach pdf files
- All details are to be filled "As on date" except for the fields where there is a timeline mentioned

Q 13. Number of startups accelerated

Name of the startup	Name of the founder(s)/co-founder(s)	Date of incorporation	Date of joining the accelerator	Which program were they a part of (name of the program, link to the website/micro site of the program)	Funds raised while they were part of the accelerator
Startup 1					
Startup 2					
+					

Q 14. Number of startups graduated from the accelerator

Name of the startup	Date of graduation of the startup	Valuation at the time of graduation (in INR crores)
Startup 1		
Startup 2		
+		

Q 15. Number of startups that have raised follow on investments

Name of startup	Date of graduation	What is the total amount of investment that they raised?	Rounds of funding	Sources of funding (optional)
Startup 1				

Startup 2				
+				

Q 16. 2-year survival rate of startups from date of joining acceleration program

Name of startup	Date of incorporation	Current base location	Current clients	Website link for the startups
Startup 1				
Startup 2				
+				

Q 17. Number of startups invested in

Name of startup	Amount of investment	Stake % if any	Engagement with startup currently
Startup 1			
Startup 2			
+			

Q18. Total investment raised for startups (in INR million)

Name of startup	Source of the investment raised	Amount of the investment raised
Startup 1		
Startup 2		

Q 19. Total corpus available to startups (in INR million)
Kindly provide proof of fund allocation or corpus allocation or any other in pdf format

Q 20. Number of paid mentors on-boarded

Name of the mentor	Industry he/she belongs to	Brief profile of the mentor (not more than 200 words)	Services rendered by the mentor
Startup 1			
Startup 2			
+			

Q 24. Number of startups which crossed the mark of ten crore revenue during the acceleration program in past one year
Kindly provide proof of revenue of incubated startups in the past one year through self-certification on company letterhead with signature and stamp in PDF format

Q 25. Number of IPs registered by accelerator

Name of startup	Startup Acceleration Joining Date	Please mention if Startup is currently in program (Y/N)	Date of Filing IP	Link to IP Certificate (if received)
Startup 1				

Startup 2				
+				

Q 26. Mentoring hours – Average monthly hours allocated / Startup
Kindly provide proof of mentoring hours through self-certification on company letterhead with signature and stamp in PDF format