सत्यमेव जयते

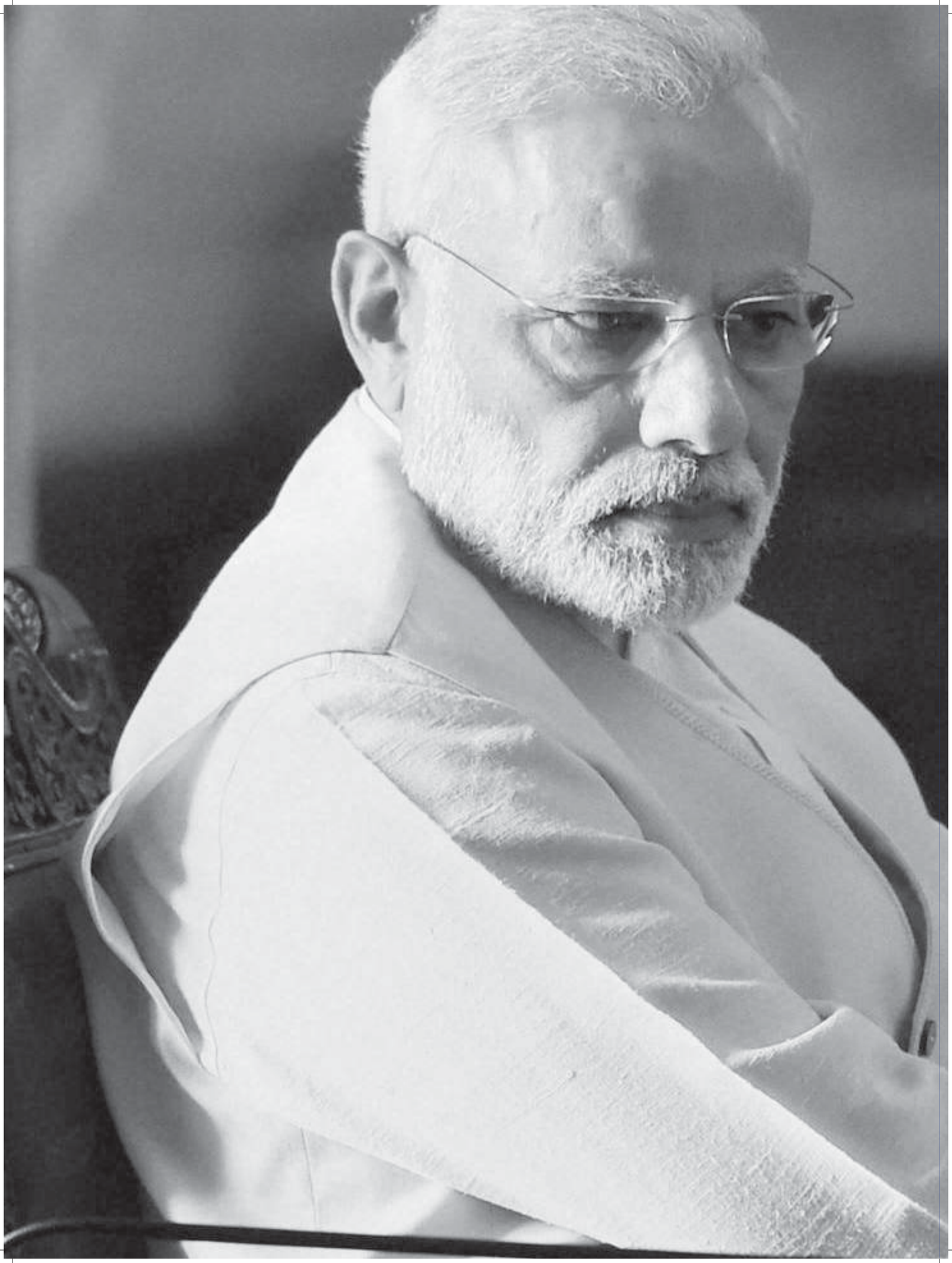
Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia



EVOLUTION OF STARTUP INDIA

Capturing the 5-Year story



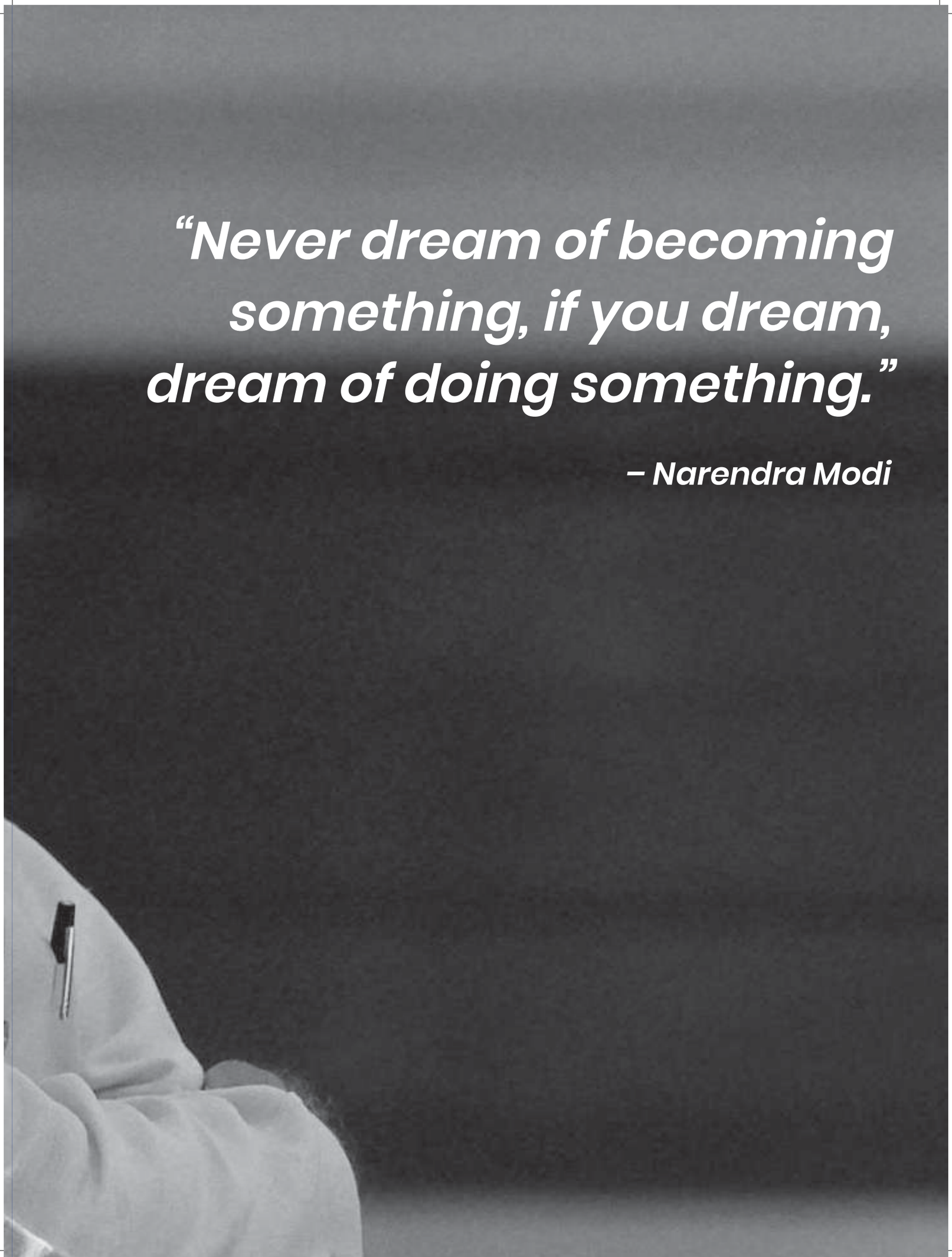

“Never dream of becoming something, if you dream, dream of doing something.”
– Narendra Modi

TABLE OF CONTENTS

1. Startup India- Journey of Evolution 11

1.1 Action Plan 11

1.2 Startup India: The catalyst of change 13

2. Startup India Recognition 21

2.1 Recognition: Evolving Definition 23

2.2 Recognition: An added advantage 26

2.2 .1 Self-certification under environmental and labor laws 26

2.2.2 Easing public procurement 28

2.2.3 Intellectual Property Rights support 31

2.2.4 Tax Incentives 33

2.2.5 Fast Track Exit for Startups 39

2.2.6 Regulatory Reforms 40

3. Fund of Funds for Startups 45

4. Startup India Hub: An interactive guide to the ecosystem 50

4.1 Key Functionalities 51

4.2 Query resolution 53

4.3 Learning and Development Programme 55

4.4 Market Access and Pro-Bono Offerings 56

4.5 Startup India Grand Challenges 58

4.6 International Collaborations and Startup Participation 70

5. Empowering the States 81

5.1 State Ranking Framework 81

5.2 States' Startup Policies 95

6. Startup India Yatra 101

7. National Startups Awards: Rewarding Ecosystem Enablers 107

7.1 National Startup Awards 2020 107

7.2 National Startup Awards 2021 114

8. Stakeholder Engagement and Marquee Events 116

8.1 Startup India Venture Capital Summits 116

8.2 Regulatory Roundtable at Global Venture Capital Summit 121

8.3 Roundtable with Central Government Departments 122

8.4 Startup consultation roundtable 124

8.5 Startup India Pavilion at the India International Trade Fair 2017 125

8.6 SCO Startup Forum 127

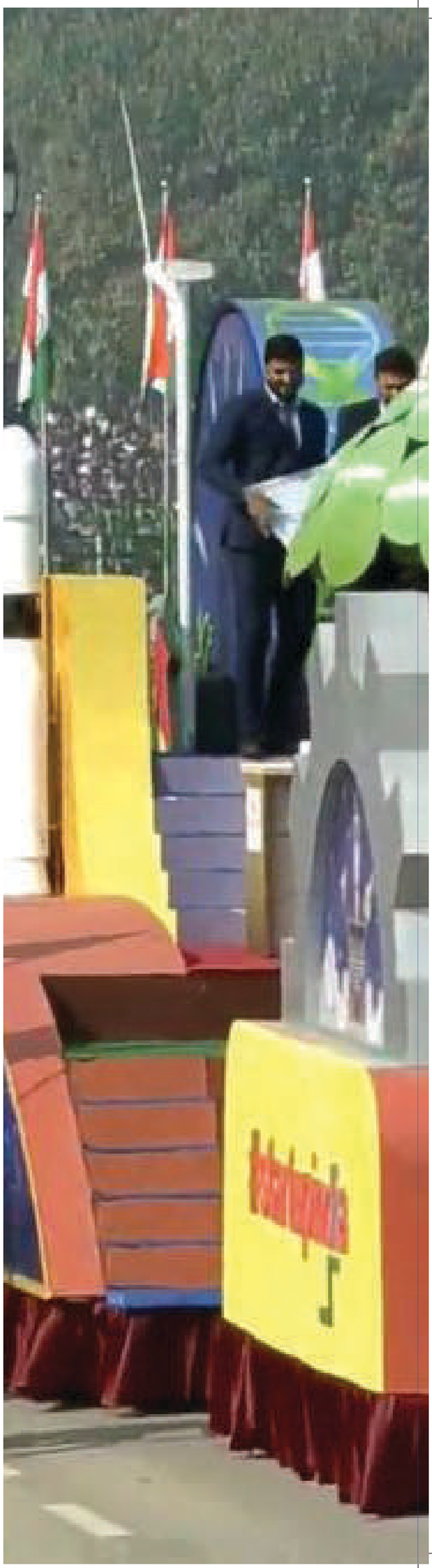
8.7 Strengthening of ecosystem for Indic Language Startups 128

8.8 Digital Maps & Navigation Systems 130

9. Startup India Tableau at Republic Day Parade Jan, 2020 133

10. Glossary 135

11. Acknowledgments 137



All information is up until December 2020, unless mentioned otherwise.



Startup India Tableau as showcased on Republic Day parade, January 2020.

STARTUP INDIA

IN NUMBERS (JAN 2016-DEC 2020)

4.7 Lac
jobs reported by 39,000+ startups

41,317
startups recognized by DPIIT

Rs 4,509 Crore
of investments made in 384 startups through the Fund of Funds scheme

590+
districts with atleast one recognized startup

44%
of the recognised startups have at least one woman director

30
States and UTs have a dedicated startup policy



319
eligible startups have been granted exemption under 80-IAC of the Income Tax Act

53,226
orders received by startups with a value of over Rs 2,279 Crores through GeM portal

37+
regulatory reforms have been undertaken by States and UTs

39
regulatory reforms enabled with the help of various Ministries.

2.8 Lac
users enrolled in Startup India L&D program



#startupindia KEY HIGHLIGHTS

	STARTUPS RECOGNISED IN THE YEAR	JOBS REPORTED
2020	14,740	1.7 LAC
2019	11,701	1.5 LAC
2018	8,947	96K+
2017	5,425	49K+
2016	504	10 for 1 startup*

*(Rest of the employee numbers are not reported)

KEY HIGHLIGHT



Showcase of Startup India tableau at Republic Day parade

Launch of National Startup Awards 2021

SCO Startup Forum



Launch of National Startup Awards with the aim to recognize and reward outstanding startups and ecosystem enablers (incubators and accelerators). Incentives worth Rs. 5 lac to each winning startup across 38 categories and Rs. 15 lac to an incubator and an accelerator respectively.

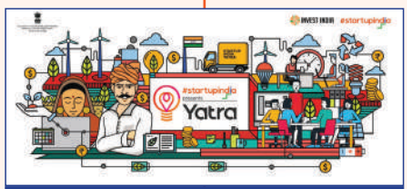
Launch of States Ranking Framework 2019

Exemption from tax under the provisions of section 56(2)(viib) to Startups for issue of shares above fair market value on the basis of a self-declaration.

Second edition of Startup India Global Venture Capital Summit

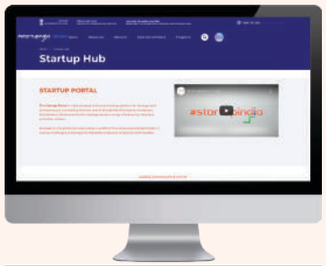
Launch of States Ranking Framework 2018 - Gujarat rated as the " Best Performing State"

Startup India Global Venture Capital Summit in Goa. First ever event of its kind, the summit brought together over 250 participants from more than nine countries



LAUNCH OF STARTUP INDIA YATRA

23 States covered, impacting over 78,000 aspiring entrepreneurs



Launch of Startup India online portal

LAUNCH OF STARTUP INDIA ACTION PLAN

ENABLEMENT OF REGUL

Government of India has revamped the incorporation process in February 2020 wherein the number of procedures to incorporate a company in India has reduced to 3 as against 10 earlier. The time taken to incorporate a company has also been reduced to 4 days as against 18 days earlier.

GeM Startup Runaway launched, a dedicated corner for startups to sell products

GeM Government e Marketplace

Exemption of Category I and II AIFs from Section 56(2)(viib)

Definition of eligible business as stated in Section 80-IAC aligned with startup definition

Compliance relaxation to startups regarding acceptance of deposit from members signing of annual return number of Board meeting

Section 54EE and 54GB for availing exemption from long term gains if investment is made in units of specified funds or eligible startups

NT AND EASE JLATIONS

EXPANSION OR GROWTH OF STARTUPS AND ECOSYSTEM

STARTUP PROGRAMMES AND CHALLENGES

SOCIAL MEDIA IMPRESSIONS

2020:
35.2 million

2019:
50.1 million

2018:
16.4 Million

2017:
32.7 million

2016:
10 million

The Finance Act 2020 has eased the burden of taxation on employees of the eligible startups or TDS by the startup employer by deferring the tax payment by five years or till they leave the company or when they sell their shares, whichever is earliest.

The Finance Act 2020 provides the amendment in Section 80-IAC of Income Tax Act whereby turnover criteria for eligible startups has been extended to hundred crore rupees vis a vis the earlier norm of twenty five crore rupees and provide deduction claimed by eligible startup for any three consecutive assessment years out of 10 years (vis-à-vis the earlier norm of seven years) beginning from the year in which such eligible startups are incorporated. This amendment come into effect from April 01, 2021.

States' exposure visit to Germany and participation of 5 startups in the Digital Demo Day, Dusseldorf

Launch of India- Brazil Startup Bridge

Launch of the Indo-Sweden Mentor Connect to encourage cross border collaboration and encourage Indian startups to expand to Sweden

Participation of 10 finalists of National Startup Awards for a pitching session with Japanese stakeholders

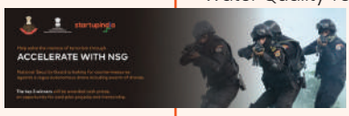
API integration of 10 State portals with the Startup India Portal

Launch of Covid-19 Innovation Challenge

Launch of Textile Grand Challenge

Launch of Accelerate with NSG Challenge

Launch of Innovation Challenge to Develop Portable Device for Water Quality Testing



GSR127(E) dated 19th Feb— tax exemption for startups on investments above face value under Section 56(2)(viib) based on self-declaration

States' exposure visit to USA

Participation of 25 Indian startups to showcase innovations at Slush Tech-Fest 2019 held in Helsinki, Finland

Relaxation of provisions under Sections 54GB and 79 for availing benefits to startups

Knowledge exchange workshops in Rajasthan, Maharashtra, and Kerala for sharing of best practices and interaction with leading startup ecosystem players.

Launch of Indo-Russian Innovation Bridge, UK-India Startup Launchpad and India—Korea Startup Hub

Launch of MNRE Startup Grand Challenge

Launch of Animal Husbandry Startup Grand Challenge

Launch of Startup India Single Use Plastic International Grand Challenge

Launch of Ayushman Bharat PMJAY Startup Grand Challenge

Startup definition expanded through DPIIT notification

Benefit under Section 80-IAC to claim exemption for three years out of five years from incorporation increased to seven years from incorporation

Participation of 26 DPIIT-recognized startups to showcase innovations at Slush 2018 held at Helsinki

Participation of ten startups in AI, VR, ML and Gaming sector at Stockholm Tech Fest 2018

Launch of Swachh Bharat Grand Challenge

Ease of Doing Business Grand Challenge

Launch of India Israel Innovation Bridge

Startup definition expanded through DPIIT notification

18 winning startups of the India Israel Innovation Challenge received cash grants and free of cost incubation

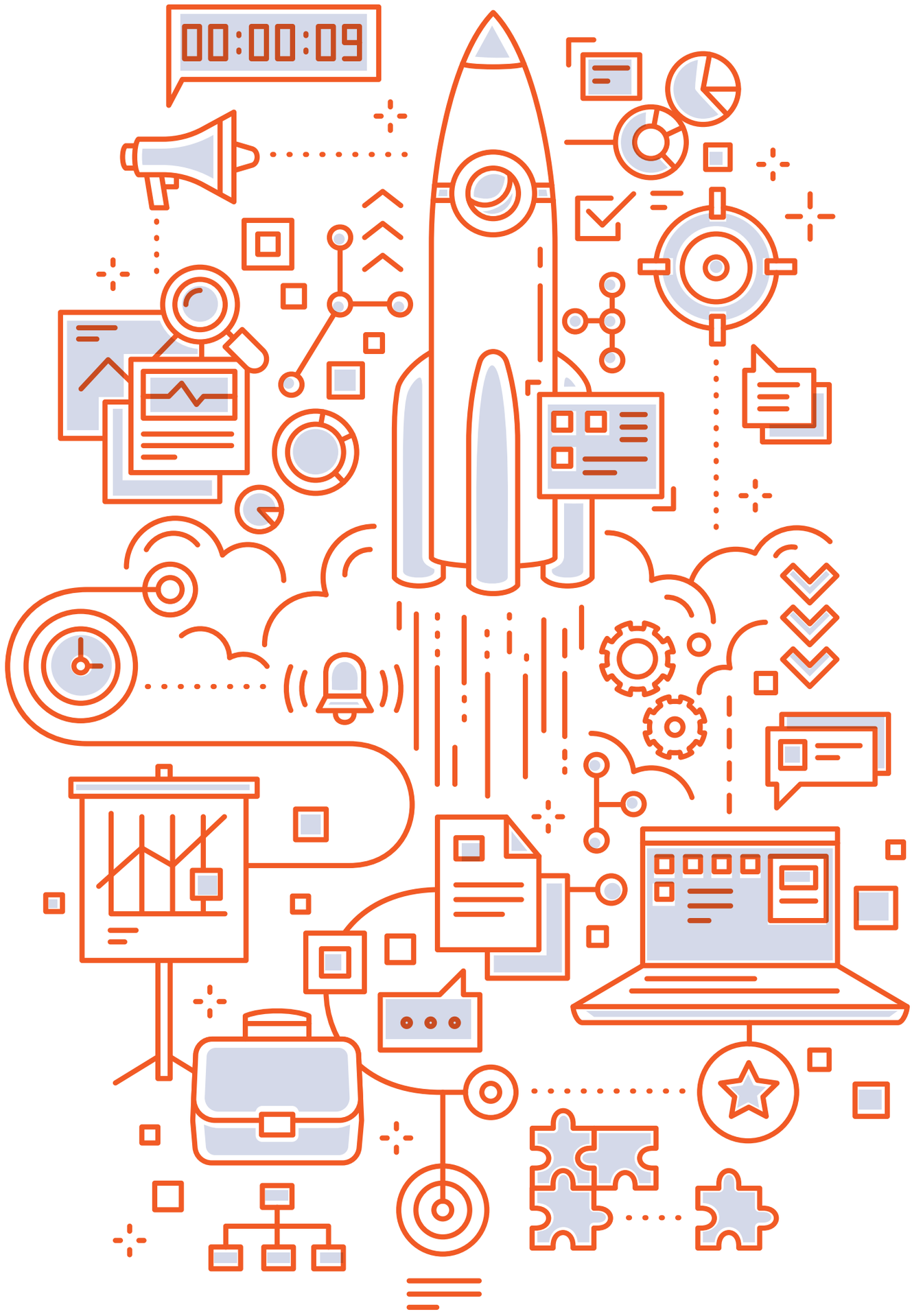
Launch of Agriculture Grand Challenge



20 innovative ideas selected for upscaling from over 1000 applications

---

Startup definition notified by DPIIT, Inter-Ministerial Board, constituted, and eligibility criteria defined to provide income tax related benefits


00:00:09

1. STARTUP INDIA: JOURNEY OF EVOLUTION

On 15 August 2015, as part of Hon'ble Prime Minister Shri Narendra Modi's Independence Day speech from the Red Fort, a new vision for the Indian economy was announced. A vision that aimed to tap the entrepreneurial potential of the people of India. A vision that enabled the talent of India to dream of ideas, put them in action, and convert them into game changing ventures.

In five months, putting words into action, on 16 January 2016, the Government launched the 'Startup India' program with a stated objective to build a strong ecosystem for nurturing innovation and startups in the country that would drive sustainable economic growth and generate large scale employment opportunities.

1.1 THE ACTION PLAN

In order to imbibe all these objectives under one umbrella policy framework for the entire nation, while addressing all the aspects of the startup ecosystem, a Startup India Action Plan[1] was announced on **16 January 2016.** It comprised of 19 action items spanning across three key areas of '**simplification and handholding', 'funding support and incentives', and 'industry-academia partnerships and incubation'.**

Under the provisions of this plan, startups were entitled to a number of benefits such as tax incentives including capital gains tax exemption, Governments' assistance in funding, prioritisation of startups in public procurement, etc. The benefits above included a provision for startups to avail assistance of a **self-certification** compliance system with respect to labour and environmental laws and exemption from any inspections of their place of business. The action plan also envisaged a common platform for stakeholders to interact, facilitation for funding support, and partnership with academia and private sector entities. Some other key benefits that the Action Plan included were entitlement to an **80% rebate in patent registration fees** as well as a **50% rebate in trademark filing**. Startups could also benefit from faster exit norms and free of cost assistance provided by patent and trademark facilitators in filing for **Intellectual Property Rights (IPRs).**

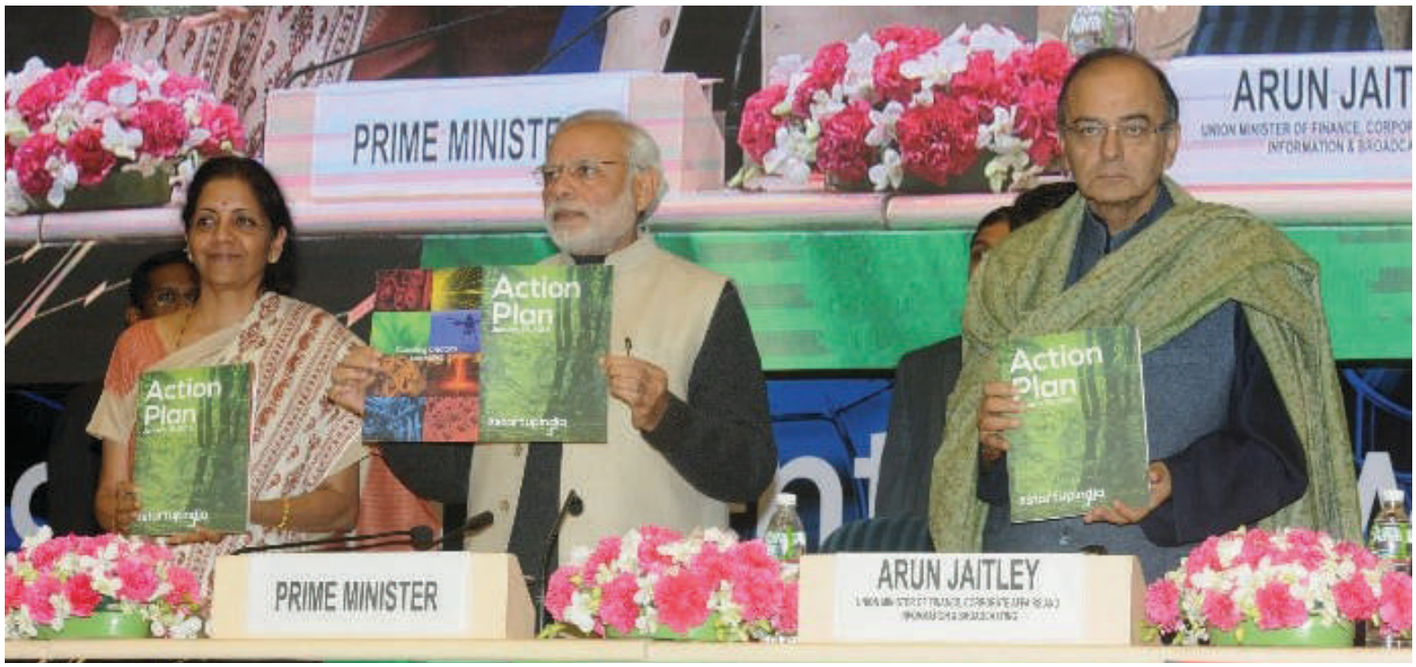


Photo: Launch of Startup India Action Plan by Hon'ble Prime Minister on 16th January, 2016.

1. https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/Startup%20India%20Kit_March%202020.pdf

THE ACTION PLAN (CONTD.)

With this Action Plan the Government hopes to accelerate spreading of the startup movement:

SIMPLIFICATION & HANDHOLDING

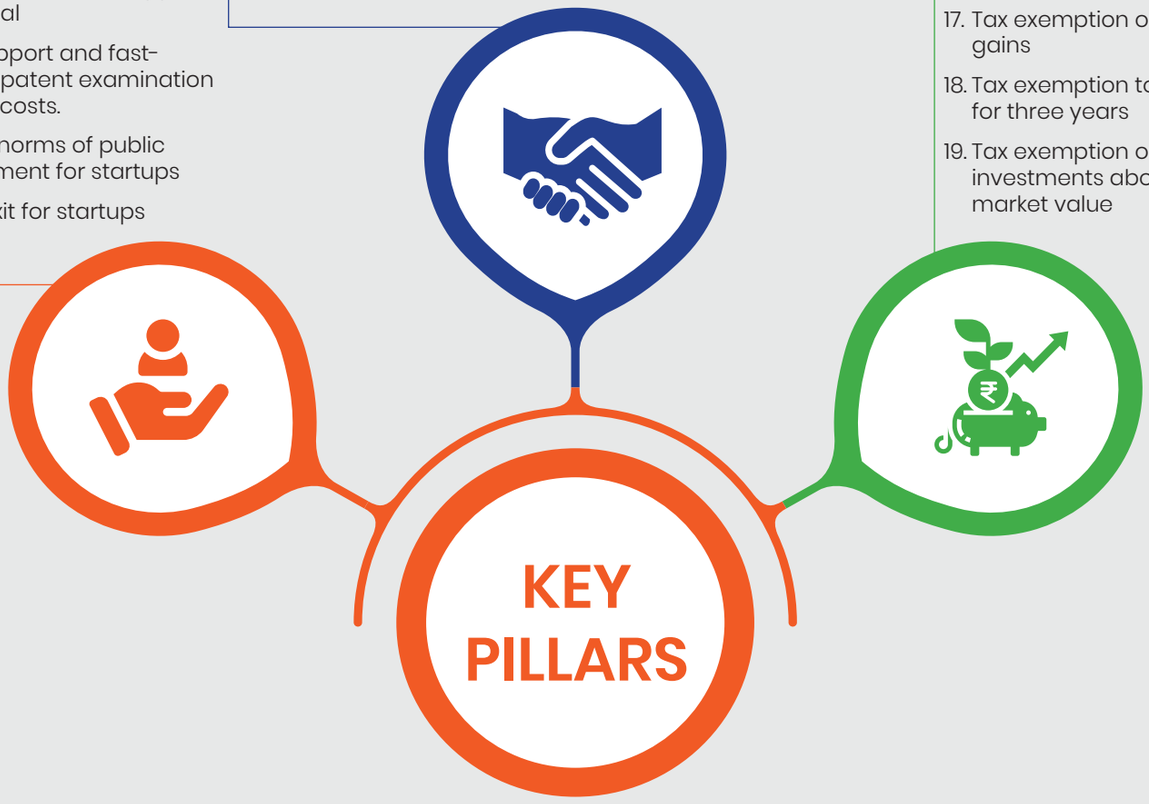
1. Compliance regime based on self-certification
2. Startup India Hub
3. Rolling out of mobile app and portal
4. Legal support and fast-tracking patent examination at lower costs.
5. Relaxed norms of public procurement for startups
6. Faster exit for startups

INDUSTRY-ACADEMIA PARTNERSHIP & INCUBATION

7. Organizing startup fests for showcasing innovation and providing a collaboration platform.
8. Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) programme
9. Harnessing private sector expertise for incubator setup
10. Building innovation centres at national institutes
11. Setting up of seven new research parks modelled on the research park setup at IIT Madras
12. Promoting startups in the biotechnology sector
13. Launching of innovation focused programmes for students
14. Annual incubator grand challenge

FUNDING SUPPORT & INCENTIVES

15. Provision of funding support through a Fund of Funds with a corpus of Rs 10,000 crore
16. Credit guarantee fund for startups
17. Tax exemption on capital gains
18. Tax exemption to startups for three years
19. Tax exemption on investments above fair market value



1.2 STARTUP INDIA: THE CATALYST OF CHANGE

With an aim to operationalise its action plan towards a 'pro-entrepreneurship' attitude, Startup India has created a three-pronged strategy

- to facilitate a common platform to connect the entire ecosystem while reducing information asymmetry,
- to provide benefits and other necessary support, and
- to engage regional entrepreneurs in transforming their ideas into business ventures.

While the first two are aimed at providing a one-stop shop for startups, including availing financial incentives and other benefits, the objective of the third point is to be achieved through outreach and awareness programs by taking the message beyond metros to tier 2 and 3 cities and engaging regional governments in overall transformation.

The Action Plan under the Startup India Initiative was primarily focused on addressing the most vital issues faced by entrepreneurs during various stages of their businesses and developing the Indian startup ecosystem to one of the biggest startup ecosystems globally. Since the launch of Startup India and subsequent implementation of various initiatives, substantial improvement has been created in the overall startup environment. **Moreover, the Ease of Doing Business index for India has made a significant leap from 130 in 2016 to 63 in 2020**[2], further encouraging the proliferation of startups in India.

Key Updates on the Action Points:



ACTION POINT 1

Compliance Regime Based on Self – Certification

OBJECTIVE

To reduce the regulatory burden on startups thereby allowing them to focus on their core business and keep compliance cost low

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Labour and Employment (MoLE)

Ministry of Environment, Forest and Climate Change (MoEFCC)

OUTCOME*

- Self-certification under **SIX LABOUR AND THREE ENVIRONMENT LAWS**
- **15 STATES** have complied with the self-certification advisory for five years
- **12 STATES** have complied with the advisory for three years
- **9 STATES** have integrated their portals with Shram Suvidha Portal
- **169 STARTUPS** have availed the benefits of self-certification
- A list of **64 STARTUPS** that have self-certified has been uploaded on the Shram Suvidha Portal
- **36 WHITE INDUSTRY SECTORS** identified for availing self-certifications

**All above information is till February 2020.*



ACTION POINT 2

Startup India Hub

OBJECTIVE

To create a single platform for engagement of various startup ecosystem stakeholders and enable knowledge exchange while promoting access to funding

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT)

OUTCOME

- With over more than **4.0 LAC** users on the Startup India online hub, an entrepreneur can connect to **663** incubators and **165** accelerators for scaling-up; explore within a pool of 81 investors for fund support; and connect to **54 GOVERNMENT** entities for availing startup friendly benefits.
- **446 INNOVATION HUNTS** and funding assistance programs in collaboration with various government departments and corporates have been hosted which have received more than **27,130** applications.



ACTION POINT 3

Rolling-out of mobile app and portal

OBJECTIVE

To serve as the single platform for startups for interacting with Government and regulatory institutions for all business needs and information exchange among various stakeholders

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT)

OUTCOME*

- Over **2 LAC** queries have been resolved since the rollout of the query resolution platform
- **OVER 11,000** daily active users, cumulating to over **2.6 CRORE WEBSITE** visits since inception
- Learning and Development Programme course accessed by over **2.85 LAC** aspiring entrepreneurs
- **25 RESOURCE** partners offering benefits
- **OVER 4 LAC USERS** registered, the portal has hosted over 11 challenges with various Government agencies

**All above information is till February 2020.*

2. *Doing-Business-2020-Comparing-Business-Regulation-in-190-Economies.pdf; https://www.worldbank.org/en/news/press-release/2019/10/24/doing-business-india-top-10-improver-business-climate-ranking*



ACTION POINT 4

Legal support & fast-tracking patent examination at lower costs

OBJECTIVE

To promote awareness and adoption of IPRs by startups and facilitate them in protecting and commercialising the IPRs by providing access to high quality intellectual property services & resources, including fast-track examination of patent applications and rebate in fees.

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT)

OUTCOME*

- **5,020 PATENT** applications have been filed
- **1,170 PATENT APPLICATIONS** filed for expedited examination by Startups; of these 884 applications have been examined and **459 PATENTS** have been granted
- **12,264 TRADEMARK APPLICATIONS** have been filed
- **510 PATENTS** and designs facilitators and **392** trademarks facilitators empanelled under the scheme

**All above information is till November 2020.*



ACTION POINT 5

Relaxed norms of public procurement for startups

OBJECTIVE

To provide an equal platform to startups (in the manufacturing sector) vis-à-vis the experienced entrepreneurs/ companies in public procurement

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Micro, Small and Medium Enterprises (MSME)

OUTCOME

- **53,226 ORDERS** from public entities have been placed to startups worth more than **RS 2,279 CR.**
- **RULE 170 (I) OF GFR 2017:** exemption from submission of Earnest Money Deposit EMD /Bid Security in public procurement tenders.
- **RULE 173 (I) HAS BEEN INCORPORATED IN GFR, 2017:** relaxation of conditions of prior turnover and prior experience for DPIIT recognised startups in all government tender requests.
- A public procurement grievance form has been launched where DPIIT recognized startups can submit grievances which will be resolved by DPIIT in co-ordination with concerned departments



ACTION POINT 6

Faster exit for startups

OBJECTIVE

To make it easier for startups to wind up operations

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Corporate Affairs (MCA)

OUTCOME

- The **INSOLVENCY AND BANKRUPTCY CODE, 2016 (CODE)** provides for insolvency resolution of corporate persons, partnership firms and individual in a time bound manner. The Code has improved business climate in the country by making it easier for enterprises to exit in case of difficulties.
- **SECTION 12** of the Code states that insolvency resolution process shall be completed within a period of **180 DAYS** from the date of admission of application by the National Company Law Tribunal, which is the Adjudicating Authority. This may be extendable to another 90 days and shall be completed within a maximum period of 330 days including the one-time extension. Once an application for insolvency resolution is admitted, an Insolvency Professional takes over the management of the corporate debtor who takes custody and control of the assets of the firm and conducts its business where feasible. If insolvency resolution fails or there is no feasibility of business, the corporate debtor would be liquidated..
- Besides the above, fast track corporate insolvency resolution process is provided under **SECTIONS 55 TO 58** of the Code, providing for a total period of 90 days for insolvency resolution from the date of admission of application. This may be extendable to another **45 DAYS**
- Further, **SECTION 59** provides adequate mechanism for voluntary liquidation of corporate persons



ACTION POINT 7

Providing Funding Support through a Fund of Funds with a corpus of Rs 10,000 crore

OBJECTIVE

To provide funding support for development and growth of innovation driven enterprises

MINISTRY / DEPARTMENT RESPONSIBLE

Small Industries Development Bank of India (SIDBI)

OUTCOME

- As of December 1, 2020, Fund of Funds has made commitment of **RS. 4,326.95 CRORE** to 60 Alternative Investment Funds (AIFs). AIFs are formed as investment to collect and disburse funds in accordance to the investment policy.
- Investments of **RS. 4,509.16 CRORE** has been made in **384 STARTUPS.**



ACTION POINT 8

Credit guarantee fund for startups

OBJECTIVE

To catalyse entrepreneurship by providing credit to innovators across all sections of society

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT) and Small Industries Development Bank of India (SIDBI)

OUTCOME

- To ease access to early stage debt, to finance the capital requirements for startups, a credit guarantee scheme with a corpus of **RS 500 CRORE** per year for four years is proposed to be launched
- A Credit Guarantee fund for startups has been proposed with a corpus of **RS 2,000 CRORE**. The proposal targets coverage of guarantee for approximately **RS 15,000 CRORE** for 3000 units with an average loan size of Rs 5 crore to eligible borrower.



ACTION POINT 9

Tax exemption on capital gains

OBJECTIVE

To promote investments into startups by mobilising the capital gains arising from sale of capital assets

MINISTRY / DEPARTMENT RESPONSIBLE

Department of Revenue, Ministry of Finance

OUTCOME

- Introduction of **SECTION 54EE** to the **INCOME TAX ACT, 1961** in May 2016: Exemption from tax on long-term capital gain if such long-term capital gain is invested in a fund notified by Central Government. The maximum amount that can be invested is **RS. 50 LAC**
- Amendment in Section 54GB of Income-tax Act in February 2016: Exemption from tax on capital gains arising out of sale of residential house or a residential plot of land if the amount of net consideration is invested in prescribed stake of equity shares of eligible Startup for utilizing the same for purchase of specified asset



ACTION POINT 10

Tax exemption to startups for three years

OBJECTIVE

To promote the growth of startups and address working capital requirements

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT)

OUTCOME

- The profits and gains derived by an eligible startup from eligible business may get 100% exemption for three consecutive assessment years out of seven years from the year of its incorporation. In order to further rationalise the provisions relating to startups, Finance Act 2020 provided for an amendment in **SECTION 80-IAC** which allows for a deduction of an amount equal to hundred per cent of the profits and gains derived from an eligible business by an eligible start-up for three consecutive assessment years out of ten years from the date of incorporation. This amendment will take effect from **1ST APRIL 2021.** To avail these benefits, a Startup must get a Certificate of Eligibility from the **INTER-MINISTERIAL BOARD (IMB)**.
- **319 STARTUPS** have been granted income tax exemptions till November 2020



ACTION POINT 11

Tax exemption on investments above fair market value

OBJECTIVE

To encourage seed-capital investment in startups

MINISTRY / DEPARTMENT RESPONSIBLE

Department of Revenue, Ministry of Finance

OUTCOME

- Recognized startups are exempt from tax under **SECTION 56(2) (VIIB)** of the Income Tax Act when such a startup receives any consideration for issue of shares which exceeds the Fair Market Value of such shares. The startup has to file a duly signed declaration in Form 2 to DPIIT {as per DPIIT notification G.S.R. 127 (E) dated 19th February 2019} to claim the exemption from the provisions of Section 56(2) (viib) of the Income Tax Act.
- With regard to declarations received from entities, furnished in Form 2, intimation regarding receipt of declaration in Form 2 has been mailed in the cases of **3,422 ENTITIES** till 29th December 2020.

ACTION POINT 12

Organising startup fests for showcasing innovation and providing a collaboration platform

OBJECTIVE

To galvanize the startup ecosystem and to provide national and international visibility to the startup ecosystem in India

MINISTRY / DEPARTMENT RESPONSIBLE

Department for Promotion of Industry and Internal Trade (DPIIT)

OUTCOME

- Startup India Global Venture Capital Summit 2018 and 2019 witnessed participation of over **700 DELEGATES** from the investor community, across **10+ COUNTRIES**, in panel discussions, innovation showcase, closed door roundtables and investor interactions.
- **12 GRAND CHALLENGES** have been organised by DPIIT in collaboration with other ministries and public organisations.

ACTION POINT 13

Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilisation (SETU) Programmes

OBJECTIVE

To serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, startup businesses and other self-employment activities, particularly in technology driven areas

MINISTRY / DEPARTMENT RESPONSIBLE

NITI Aayog

OUTCOME

- As of Feb 2020, **14,916 SCHOOLS** across the country have been selected for Atal Tinkering Laboratories, out of which **4,875** have received **RS. 12 LAC** grant each and are operational.

ACTION POINT 14

Harnessing private sector expertise for incubator setup

OBJECTIVE

To ensure professional management of Government sponsored / funded incubators, Government will create a policy and framework for setting-up of incubators across the country through public private partnership

MINISTRY / DEPARTMENT RESPONSIBLE

NITI Aayog

OUTCOME*

- New Incubation Centers: Atal Innovation Mission (AIM) has selected **86 INCUBATORS** across the country to provide financial support through grants in aid and has already disbursed grants worth ~**RS 201 CRORE TO 68 INCUBATORS** till date
- Within the past three years, and as self-reported by the incubators,
  - **1,250+ STARTUPS** have been incubated in the Atal Incubation Centers/ Established Incubation Centers out of which ~500 are women led startups.
- 144+ MSME's have been supported to build business sustainability and **Rs. 62+ CRORE** of seed funding have been leveraged from other sources based on the **RS 6+ CRORE GRANTED BY AIM**.
  - **13,800+ JOBS** have been created by the startups incubated at the Atal Incubation Centers/ Established Incubation Centers.
  - **1,000+ MENTORS** have been onboarded by the Atal Incubation Centers/ Established Incubation Centers to guide startups.
  - **2,200+ EVENTS** and **700+ TRAININGS** have been reported by this network of Atal Incubation Centers/ Established Incubation Centers.
- Institution of Innovation Awards: Innovation Awards (Grant-in-aid) through the challenge route by the name of Atal New India Challenges (ANIC) was launched with the aim of supporting Startups /MSMEs/ innovators to create products/solutions based on advanced technologies in areas of national importance and social relevance through a grant-based mechanism, with two-fold vision of supporting (a) Productization and (b) Commercialization of innovative technologies selected for 24 challenge areas under five different Ministries of Government of India

**All above information is till February 2020 .*

ACTION POINT 15

Building innovation centers at national institutes

OBJECTIVE

To propel successful innovation through augmentation of incubation and R&D efforts

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Human Resource Development (MHRD) and Department of Science and Technology

OUTCOME

- As of February 2020, 11 Technology Business Incubators (TBIs) supported.

ACTION POINT 16

Setting up of 7 New research parks modeled on the research park setup at IIT Madras

OBJECTIVE

To propel successful innovation through incubation and joint R&D efforts between academia and industry

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Human Resource Development and Department of Science & Technology

OUTCOME*

- A total of **EIGHT RESEARCH PARKS** identified
- IIT Delhi, IIT Kanpur, IIT Gandhinagar, IIT Mumbai, IIT Guwahati, IIT Kharagpur, IIT Hyderabad, IISc Bangalore
- Further support to Research Park at IIT Gandhinagar is ongoing

**All above information is till February 2020.*

ACTION POINT 17

Promoting startups in the biotechnology sector

OBJECTIVE

To foster and facilitate bio-entrepreneurship

MINISTRY / DEPARTMENT RESPONSIBLE

Department of Biotechnology

OUTCOME*

- **1000+ STARTUPS**, entrepreneurs & SMEs
- Total number of Indian Biotech Startups - 3,325 numbers
- Greater than Rs 350 Crore Partnered funding raised by 75+ Startups
- 130+ Products and Technologies
- 48 Bio-incubators across India creating an incubation space of 5.23 lac sq. ft. for budding entrepreneurs. 650 Incubatees supported
- **16 BIONEST** Incubators engaged as SEED Fund Partners supporting 40+ startups
- 6 BioNEST Incubators engaged as LEAP Fund Partners supporting 10 startups
- **RS 150 CRORE** committed under Biotechnology Innovation - AcE (Accelerating Entrepreneurs) Fund supporting 27 Companies so far
- Four bio-clusters (NCR, Kalyani, Bangalore and Pune) till date
- **FOUR BIRAC** Regional Centres
- 200+ IPs filed
- 5 Bio-connect offices have been established
- **FIVE TECHNOLOGY** Transfer Offices have been established till date at BIRAC's BioNEST Bio-incubators

**All above information is till February 2020.*



ACTION POINT 18

Launching of innovation focussed programmes for students

OBJECTIVE

To foster a culture of innovation in the field of science and technology amongst students

MINISTRY / DEPARTMENT RESPONSIBLE

Ministry of Human Resource Development (MHRD) and Department of Science & Technology

OUTCOME*

- **158 PROJECTS** have been approved under Uchchatar Avishkar Yojna (UAY)-I and Uchchatar Avishkar Yojna (UAY) – II
- **NATIONAL INITIATIVE FOR DEVELOPING AND HARNESSING INNOVATIONS (NIDHI)** aims to nurture start-ups through scouting, supporting and scaling of innovations
- The INSPIRE **'INNOVATION IN SCIENCE PURSUIT FOR INSPIRED RESEARCH'** (INSPIRE) Awards - MANAK (Million Minds Augmenting National Aspirations and Knowledge), being executed by Department of Science and Technology (DST) with National Innovation Foundation – India (NIF), an autonomous body of DST, aims to motivate students in the age group of 10-15 years and studying in classes six to ten. The objective of the scheme is to target one million original ideas/innovations rooted in science and societal applications to foster a culture of creativity and innovative thinking among school children. About 50,000 top ideas have been shortlisted from about **3.2 LAC** nominations received from Schools for an INSPIRE award of Rs 10,000/- each, for preparation of a project/model and participation in District Level Exhibition & Project Competition (DLEPC).

**All above information is till February 2020.*

ACTION POINT 19

Annual Incubator Grand Challenge

OBJECTIVE

To support creation of successful world class incubators in India

MINISTRY / DEPARTMENT RESPONSIBLE

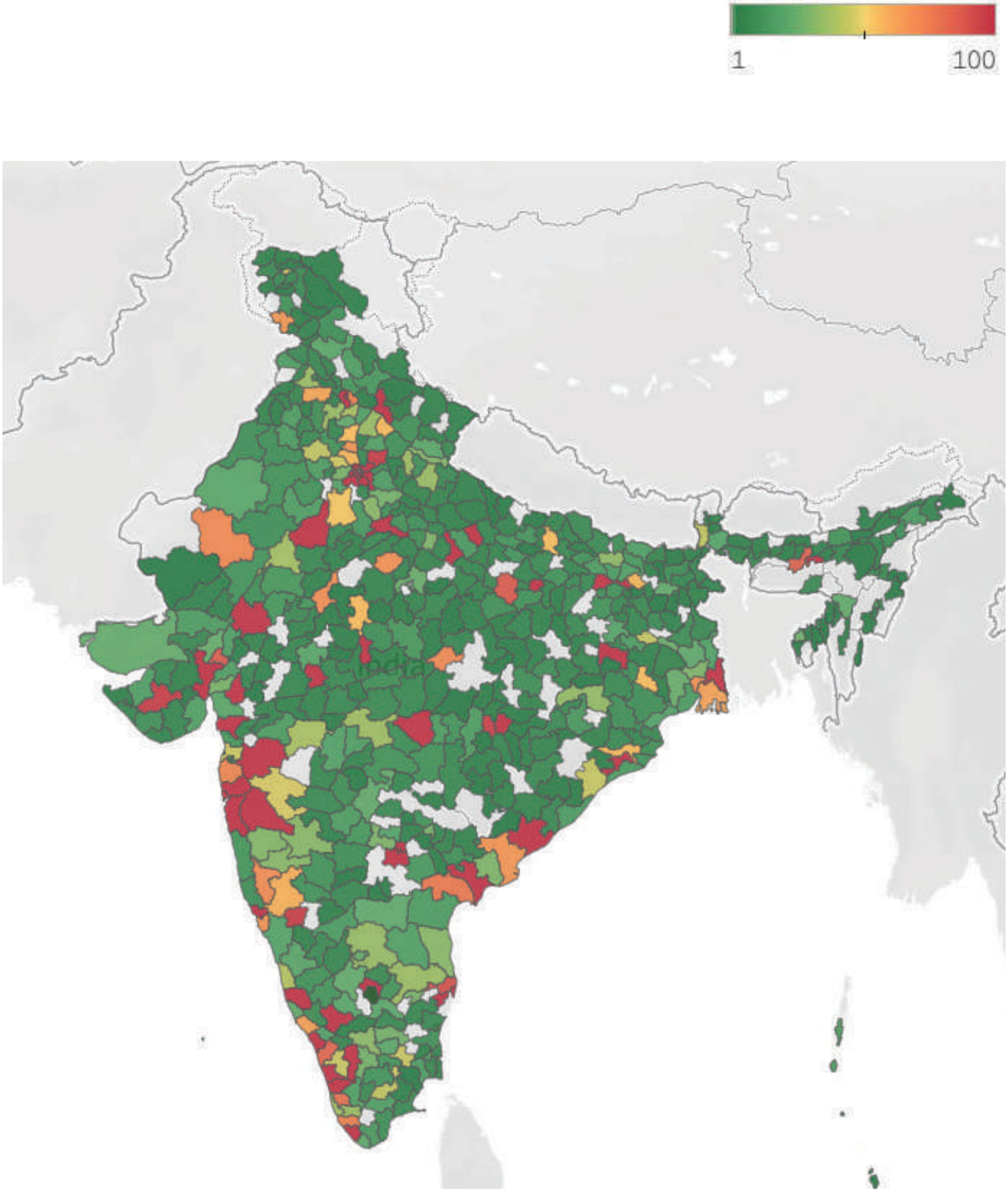
NITI Aayog

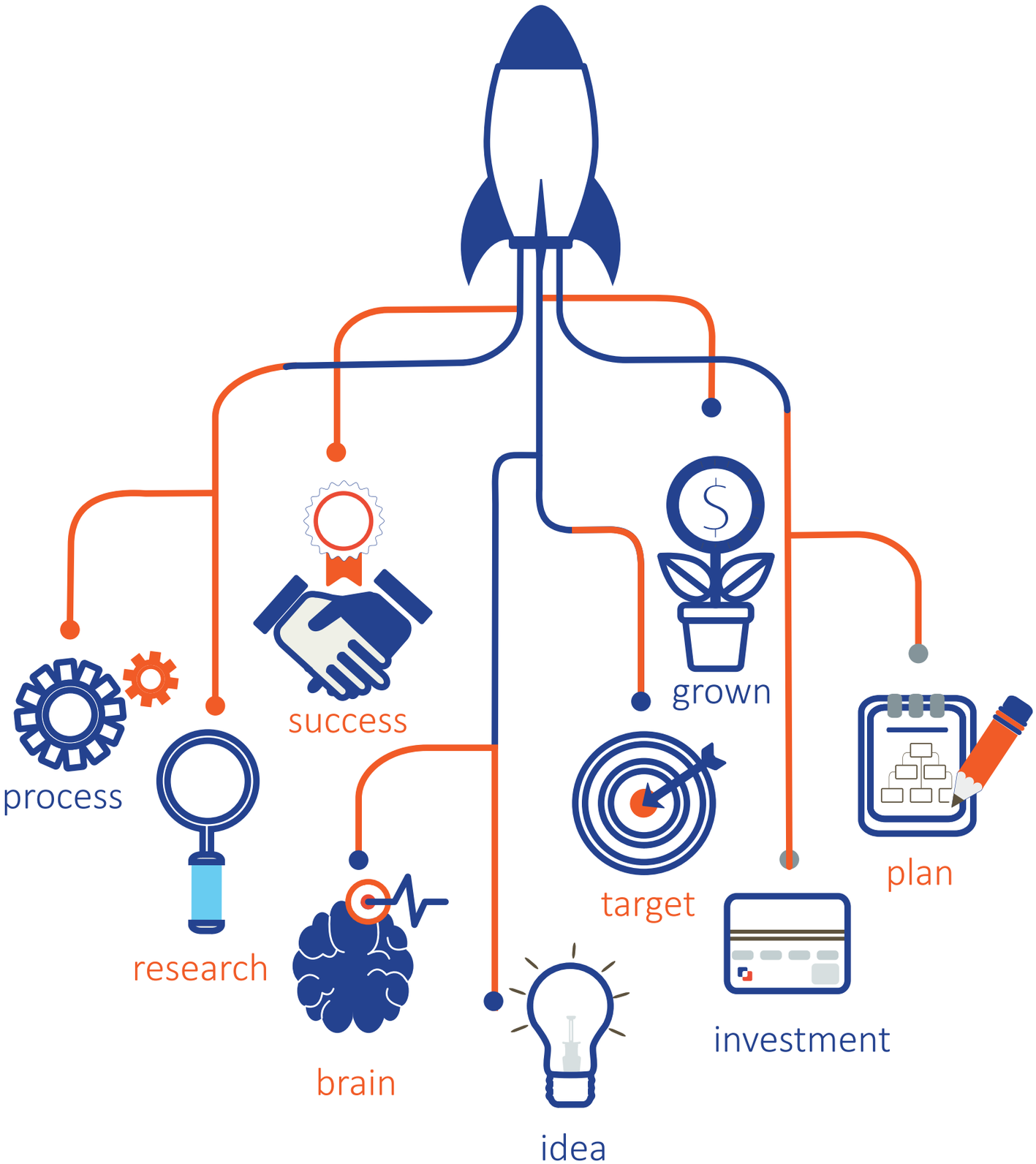
OUTCOME

- An **"INCUBATOR GRAND CHALLENGE"** exercise is being carried out for identification of these incubators under the Established Incubation Centres (EIC) programme of Atal Innovation Mission (AIM).
- AIM has selected 16 incubators across the country to provide financial support through grants-in-aid and has already disbursed grants worth ~**RS. 54.65 CRORE** to nine incubators till date.
- These incubators are being given **RS. 10 CRORE** each as financial assistance which may be used for ramping up the quality of service offerings. The EIC programme provides scale-up support to well-performing incubators to augment, enhance and upgrade their incubation capacity manifold and develop a conducive innovation and entrepreneurship ecosystem by strengthening linkages with various national and international stakeholders..



DISTRICT-WISE SPREAD OF RECOGNISED STARTUPS




process
research
success
brain
idea
target
grown
investment
plan

2. STARTUP INDIA RECOGNITION

Startup India was setup to provide handholding support to startup ventures and streamline their incentive disbursals under the Department for Promotion of Industry and Internal Trade (DPIIT). The idea is not only to provide an enabling environment for startups to flourish but also to lure investments. The initiative commenced in April 2016, with the operationalisation of the Startup India Hub, the online portal providing multiple offerings under Startup India and connecting aspirants to other vital ecosystem builders. Also, the scope of definition was broadened to include scalable business models with high potential of employment generation or wealth creation. Additionally, the requirement of letter of recommendation from an incubator/ industry association was also removed to avail benefits offered under the initiative.

The launch of the recognition initiative under Startup India provided stakeholders a 100% online platform. On this platform, all the applications are received, reviewed, the certificates of recognition are issued to eligible and complete applications within **48-72 working hours**. The DPIIT recognition process provided a boost to the overall ecosystem and enabled startups to access various support initiatives under Startup India.

Currently, there is at least one recognised startup in each of the States and UTs. The startups recognised until February 2020 span across 54 industrial sectors with maximum number of startups registered under IT services and Healthcare & Lifesciences followed by education sector.

AT LEAST 1 RECOGNISED STARTUP in each State and UT. 590+ DISTRICTS covered.

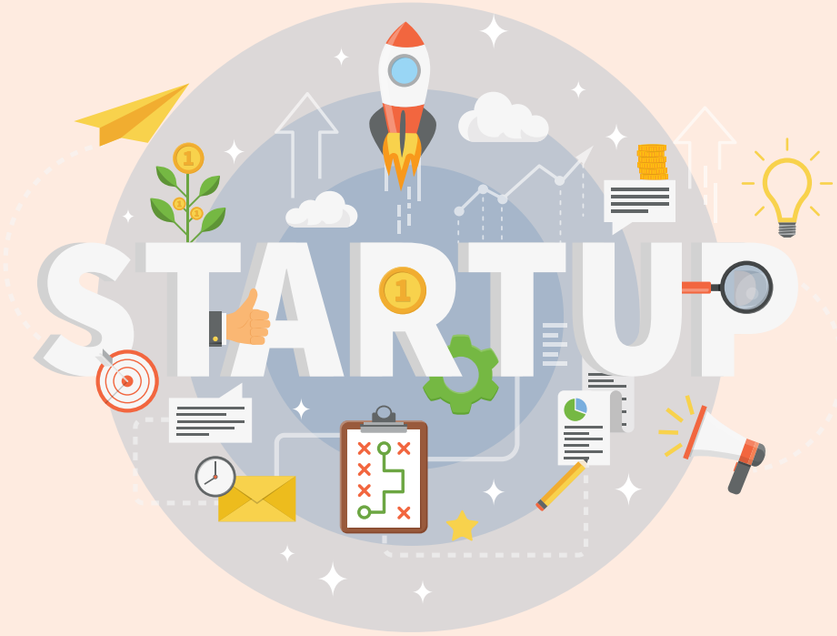
12 STATES & UTs (Maharashtra, Karnataka, Delhi, Uttar Pradesh, Haryana, Gujarat, Telangana, Tamil Nadu, Kerala, Rajasthan, West Bengal, Madhya Pradesh) have over **1,000 RECOGNISED STARTUPS** each.

MAHARASHTRA

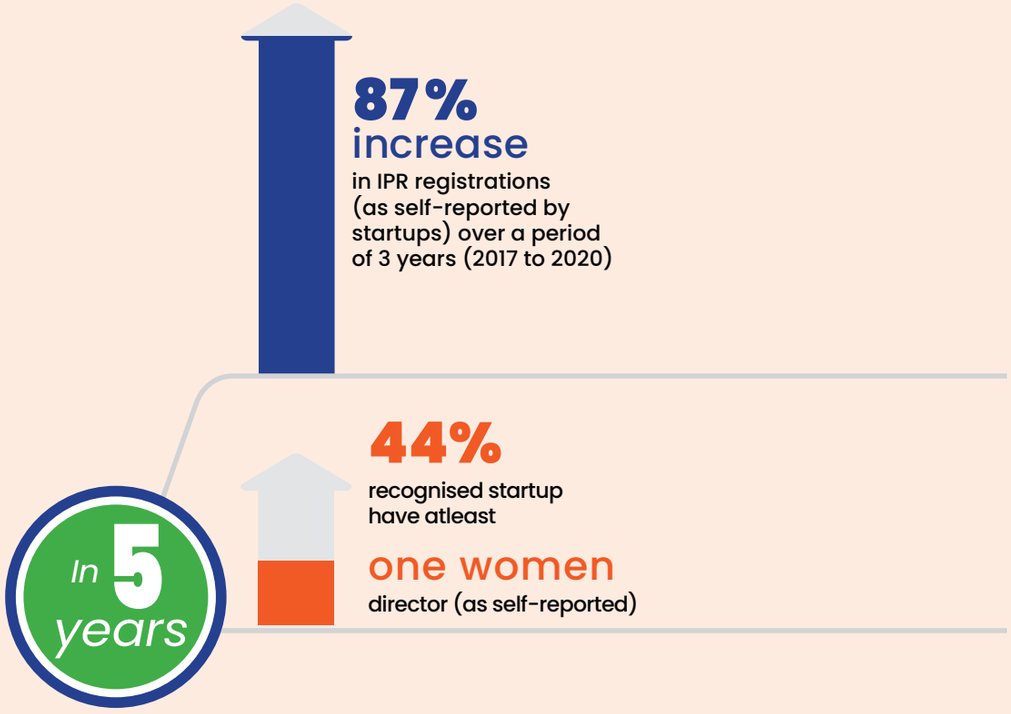
HAS THE HIGHEST NUMBER OF STARTUPS WITH FEMALE DIRECTORS AS WELL AS THE HIGHEST NUMBER OF STARTUPS OVERALL.

TOP **10 HIGHLIGHTED SECTORS** IN TERMS OF NUMBER OF STARTUPS ARE:

- IT SERVICES
- HEALTHCARE & LIFE SCIENCES
- EDUCATION
- PROFESSIONAL & COMMERCIAL SERVICES
- FOOD & BEVERAGES
- AGRICULTURE
- FINANCE TECHNOLOGY
- TECHNOLOGY HARDWARE
- FINANCE TECHNOLOGY,
- CONSTRUCTION,
- GREEN TECHNOLOGY



OVERVIEW OF
DPIIT RECOGNIZED STARTUPS



Boosting ecosystem development

Between
Jan 2016 to Dec 2020

41,317 startups *recognised by DPIIT*

4.7 Lac *jobs reported by more than 39,000 startups creating around 12 jobs per startup*

Supporting businesses throughout the lifecycle

Creating around 12 jobs per startup

22% Ideation Stage

29% Validation Stage

37 % Early Traction

12% Scaling stage

RECOGNITION FACTS

Atleast 1 recognised startup in each state and UT covering **590+ DISTRICTS**

Certificate of Recognition issued to eligible and complete applications within **48-72** working hours

Startup Recognitions reported across **54 INDUSTRIAL SECTORS**

2.1 RECOGNITION: EVOLVING DEFINITION

The definition of a startup has been relaxed by DPIIT since the launch of the Action Plan, to enable more entities to apply for recognition. With the relaxations, there has been a jump in the application of entities to be recognised as startups:

G.S.R. 180 (E) DATED *17th February 2016 notified by DPIIT[3]*

STARTUP DEFINITION

An entity shall be considered a startup:

a) Up to **FIVE YEARS** from the date of its incorporation/registration,

b) If its turnover for any of the financial years has not exceeded **RS 25 CRORE,** and

c) It is working **TOWARDS INNOVATION, DEVELOPMENT, DEPLOYMENT OR COMMERCIALISATION OF NEW PRODUCTS, PROCESSES OR SERVICES DRIVEN BY TECHNOLOGY OR INTELLECTUAL PROPERTY;**

Provided that any such entity formed by splitting up or reconstruction of a business already in existence shall not be considered a 'startup';

1. Documents Required

a) a recommendation (with regard to innovative nature of business), in a format specified by Department of Industrial Policy and Promotion, from any Incubator established in a postgraduate college in India; or

b) a letter of support by any incubator which is funded (in relation to the project) from Government of India or any State Government as part of any specified scheme to promote innovation; or

c) a recommendation (with regard to innovative nature of business), in a format specified by Department of Industrial Policy and Promotion, from any Incubator recognized by Government of India; or

d) a letter of funding of not less than 20 per cent in equity by any Incubation Fund/Angel Fund/Private Equity Fund/ Accelerator/Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business. Department of Industrial Policy and Promotion may include any such fund in a negative list for such reasons as it may deem fit; or

e) a letter of funding by Government of India or any State Government as part of any specified scheme to promote innovation; or

f) a patent filed and published in the Journal by the Indian Patent Office in areas affiliated with the nature of business being promoted.

G.S.R 501 (E) DATED *23rd May 2017 notified by DPIIT[4]*

STARTUP DEFINITION EXPANDED

An entity shall be considered as a Startup:

a) if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India; and

b) up to seven years from the date of its incorporation/ registration; however, in the case of Startups in the biotechnology sector, the period shall be up to ten years from the date of its incorporation/ registration; and

c) if its turnover for any of the financial years since incorporation/ registration has not exceeded rupees 25 crore; and

d) if it is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Provided that any such entity formed by splitting up or reconstruction of a business already in existence shall not be considered a 'Startup'.

G.S.R. 127 (E) DATED *19th February 2019 notified by DPIIT[5]*

STARTUP DEFINITION EXPANDED

An entity shall be considered as a Startup:

1. Upto a period of ten years from the date of incorporation/ registration, if it is incorporated as a private limited company (as defined in the Companies Act, 2013) or registered as a partnership firm (registered under section 59 of the Partnership Act, 1932) or a limited liability partnership (under the Limited Liability Partnership Act, 2008) in India.
2. Turnover of the entity for any of the financial years since incorporation/ registration has not exceeded Rs 100 crore.
3. Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

Provided that an entity formed by splitting up or reconstruction of an existing business shall not be considered a 'Startup'.

3. https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/notification/Overall/2.%20notification_Startups_Notification_17_02_16.pdf
4. https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/notification/Overall/1.%20notification_Revised_notification_Startups_Notification_23_05_17.pdf
5. https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/198117.pdf

STEP BY STEP PROCESS FOR STARTUP RECOGNITION

1. Entity creates an account on Startup India website
2. The entity then applies for DPIIT Recognition
3. Application gets reviewed and the Certificate of Recognition is issued to completed applications within 48-72 working hours

DETAILS REQUIRED FOR FILLING UP THE RECOGNITION FORM

Incorporation details such as Incorporation Number, Date of Registration, Permanent Account Number (PAN), Name of the registered entity (Private Limited company/ Limited Liability Partnership / Registered Partnership Firm)

Proof of concept such as pitch deck/ website link/ video (in case of a validation/ early traction/ scaling stage startup)

Brief about the entity with details on the problem solved, solution provided, uniqueness, and revenue model adopted

Incorporation/ Registration Certificate

Director's details

Other information about the entity – Sector, Patent Details, Stage, Number of Employees etc.

NO REQUIREMENT OF:

Letter of Recommendation

Sanction Letter

ADDITIONAL/OPTIONAL INFORMATION

Startups at ideation stage can simply apply without any proof of concept and obtain recognition

Startups can also update their proof of funding, awards and recognitions received

Startups can strengthen their application by providing patent, trademark, copyright, and/or plant variety details

Startups can also add a video of their product/services



2.2 RECOGNITION: AN ADDED ADVANTAGE

As a part of the Startup India initiative, DPIIT-recognised startups are eligible to avail a host of benefits such as self-certification, access to public procurement relaxations, tax incentives, etc. Over the span of the last four years, Startup India has initiated regulatory and policy reforms for startups and startup ecosystem stakeholders, to make the environment more favourable and attractive to operate in. Startup India has enabled 39 regulatory reforms with the help of various ministries that are tailored for entrepreneurs and startup ecosystem stakeholders, to ease regulatory burden and incentivise capital inflow into startups.

2.2.1 SELF-CERTIFICATION UNDER ENVIRONMENTAL AND LABOR LAWS



An important area that startups consider risky is the statutory aspect of running a business, as failure to meet all legal requirements can land a startup in trouble. Established startups are not just focused on managing their growth but also spend a considerable amount of time on keeping pace with the rapidly changing regulatory landscape of the Indian law. Startup India has laid down several measures to ease compliance with most complex laws for startups, to ensure the associated risks are prevented or mitigated.

Under the initiative, startups have been allowed to self-certify under various labour and environmental compliances for fixed durations of time. Startup India has collaborated with various Ministries to provide such ease of functioning for startups. Various States in India have also been encouraged to incorporate such best practices, thus benefiting the national startup ecosystem. It is pertinent to note that the responsibility of compliance is not a one-time affair, but in fact a continuous process.

The Ministry of Environment, Forest & Climate Change (MoEF&CC) has published a list of 36 'white' categories based on their pollution load. Industrial sectors that have pollution index of below 20 are recognised as "white" wherein startups under the category will be able to self-certify compliance with respect to three Environment Laws for a period of three years, viz.

- The Water (Prevention & Control of Pollution) Act, 1974
- The Water (Prevention & Control of Pollution) Cess (Amendment) Act, 2003
- The Air (Prevention & Control of Pollution) Act, 1981

Ministry of Labour and Employment (MoLE)[6] has issued guidelines to State Governments whereby recognised startups will be allowed to self-certify compliance with respect to six labour laws, viz:

- The Building and Other Constructions Workers' (Regulation of Employment & Conditions of Service) Act, 1996
- The Inter- State Migrant Workmen (Regulation of Employment & Conditions of Service) Act, 1979
- The Payment of Gratuity Act, 1972
- The Contract Labour (Regulation and Abolition) Act, 1970
- The Employees' Provident Funds and Miscellaneous Provisions Act, 1952
- The Employees' State Insurance Act, 1948

6. https://pib.gov.in/newsite/printrelease.aspx?relid=137373

"Self-certification (an initiative by Startup India) is a very good opportunity for startup companies to run business very smoothly, as it covers all labour & other mandatory compliances"

- Knotebook Networks Private Limited- A DPIIT recognized Startup

"All the information is regularly updated and easily available online. No physical documents are required. It's a great advantage. Many licenses and permissions like labour license can be easily applied for and approved online. - Jarsh Innovations Private Limited"

- Jarsh Innovations Private Limited- A DPIIT recognized Startup



Shram Suvidha Portal, launched in 2014 under Ministry of Labour and Employment (MoLE), facilitates businessmen to seek all types of registrations and submit returns that are required under labour laws through a single online window.

Until February 2020, nine States (Haryana, Madhya Pradesh, Maharashtra, Rajasthan, Gujarat, Uttar Pradesh, Punjab, Uttarakhand, and Delhi) had integrated their regional portals with the Shram Suvidha Portal.

Additionally, as of February 2020, 15 States had complied with the self-certification advisory for five years, and 12 States had complied with the advisory for three years, cumulatively benefitting 169 startups which have availed the benefits of self-certification and hence, have led to saving their valuable time during their initial stages to focus more on their core businesses. Further, recognising the need for expedited compliances, MoLE has provisioned startups to avail special benefits through the Shram Suvidha Portal, such as, increasing Self-Certification duration from three years to five years for compliances related to provident funds (EPFO), employees' state insurances (ESIC), & labour laws (CLC(C)), with exemption from physical verifications. These measures have brought in further ease of doing business under a regime that strives to be more supportive to the startup environment.

2.2.2 EASING PUBLIC PROCUREMENT

Procurement" or "public procurement" (or 'Purchase', or 'Government Procurement/ Purchase' in certain contacts) means acquisition by way of purchase, lease, license or otherwise, either using public funds or any other source of funds (e.g. grant, loans, gifts, private investment etc.) of goods, works or services or any combination thereof, including award of Public Private Partnership projects, by a Procuring Entity, whether directly or through an agency with which a contract for procurement services is entered into, but does not include any acquisition of goods, works or services without consideration, and the term "procure" or "procured" shall be construed accordingly; With an aim to involve startups in public procurement, Startup India has spearheaded several key amendments to enhance the growth of startups by opening doors to new avenues for startups in public tenders. Currently, all Startup India recognised entities are exempted from submission of Earnest Money Deposits (EMD)/ Bid Security under public procurement, thereby addressing a substantial barrier of capital locking while participation in tendering processes. Relaxation in conditions of prior turnover and prior experience for DPIIT recognised startups in public procurement subject to meeting of quality and technical specifications have further enabled competition with established firms.



RELAXED ELIGIBILITY CRITERIA:

Rule 170 (i) of GFR 2017: exemption from submission of EMD /Bid Security in public procurement tenders.

Also, Rule 173 (i) has been incorporated in GFR, 2017: relaxation of conditions of prior turnover and prior experience for DPIIT recognised startups in all government tender requests.

PREFERENCE: Recognised startups are preferred bidders during public procurement process while participating in tenders on Central Portal for Public Procurement (CPPP)

GEM STARTUP RUNWAY: A dedicated corner for startups to sell products & services

FLEXIBILITY: No more restrictive categories on GeM, meaning that new & innovative products can be published on the platform..



Central Public Procurement Portal (CPPP), a Government of India online portal that has been setup with the primary objective of providing single point access to the information on procurement made across various Ministries/ Departments and all the organisations under them. **Startups may now register on** *eprocure.gov.in and etenders.gov.in* to become **Preferred Bidders** in Public Orders and avail aforementioned exemptions. A free and fair environment provides the startups with a level playing ground amongst other competitors.

To further facilitate startups in outreach and market linkages, GeM Startup Runway was launched in February 2019 - the runway is a dedicated corner for startups to sell products & certain enhanced services.

7. https://shramsuvidha.gov.in/startUp.action#
8. https://doe.gov.in/sites/default/files/Amendment%20to%20Rule%20170%28i%29%20of%20General%20Finance%20Rules%20-GFR%202017.pdf

PROMOTING STARTUPS THROUGH GEM

Over 30 GeM (Government e-Marketplace) workshops were conducted until December 2020 to onboard startups on the platform. More than 15 workshops have been conducted in Delhi-Gurgaon-Noida region to sensitise startups and incubators about the benefits of public procurement and 10 other have been conducted virtually to enable startups onboard on the platform even amidst the global pandemic GeM workshops were also conducted at Kerala Startup Mission, IIT Madras, NIPERG, and for Government department officials to sensitise them about the GeM platform.



Picture: Workshop conducted at IIT Madras by DPIIT for startups on benefits of GeM portal.

Until December 2020, **53,226 ORDERS** from public entities have been placed to startups with a cumulative value of over **RS 2,279 CRORES.** This scale of startup procurement has provided a vital thrust to the economic performance of the startup ecosystem through public departments and associated agencies.

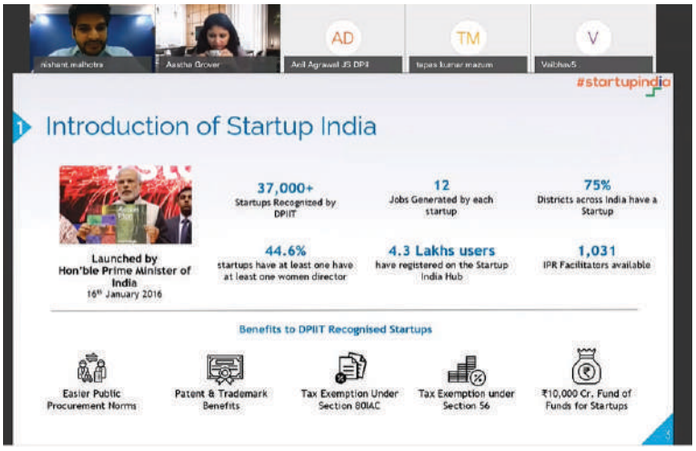
MINISTERIAL ROUNDTABLE TO DISCUSS HOW TO IMPROVE PUBLIC PROCUREMENT FOR STARTUPS (DECEMBER 2019)

Solutions for issues such as restrictive conditions for startups in tenders, lack of policy provisions to procure innovative products, mechanism to address payment delays, need for sensitization for procurement officers regarding startups, etc. were discussed in a roundtable organised by DPIIT on Dec 09, 2019. Chaired by Secretary, DPIIT, the roundtable witnessed participation from 17 Ministries/Departments, and Startups. Best practices across states and other suggestions were discussed to make public procurement more open to smaller innovative businesses.

DISCUSSION TO REVIEW PARTICIPATION OF STARTUPS IN PROCUREMENT (SEPTEMBER 2020)

A virtual meeting was held on 8th of September 2020 under the chairmanship of Shri Guruprasad Mahapatra, Secretary, DPIIT to review the participation of Startups recognized by DPIIT in public procurement and was attended by the GeM team. Existing challenges and probable solutions pertaining to procurement of innovative and unique startup offerings was discussed with a vision of promoting their engagement with Government entities. It was further decided to consult other Government entities to check how they are

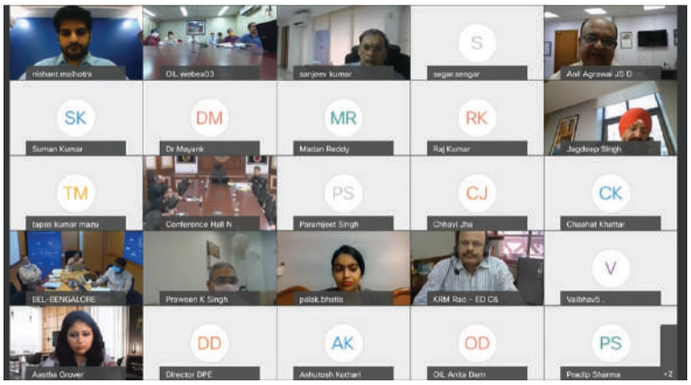




promoting engagements with startups.

ROUNDTABLE TO DISCUSS BEST PRACTICES ACROSS DIFFERENT GOVERNMENT ENTITIES TO PROMOTE ENGAGEMENT WITH STARTUPS (SEPTEMBER 2020)

A virtual roundtable discussion was held on 25th of September 2020 under the chairmanship of Shri Anil Agarwal, Joint Secretary, DPIIT that witnessed participation from representatives of multiple CPSUs and Government entities. The discussion focussed around best practices adopted by Government entities to work with innovative startups. The learnings from this meeting shall be used to expand and increase engagements of more Government entities with startups.



"After finishing many years of research and innovations in the water sector, I planned to work as a social entrepreneur for eradicating clean water challenges in rural and sub-urban India. As a start-up company, I was initially worried to conduct business in India. However, Startup India program of Government of India helped me a lot and changed my vision and attitude with positivity. Today, I am elated and proud to say that H2O Mantra is grown up, providing employment to many people and contributing steadily to the growth of India by doing business through GeM, a startup friendly interface which provides us easy and open access to customers across the country. Through the guidance of Startup India Program, H2O Mantra was registered on GeM portal in July 2018 and it has successfully completed sale of Rs 1.33 Crore till date through the GeM portal."

- Dr Shailesh Kharkwal, Founder & CEO, H2O Mantra Pvt Ltd

"We have built an innovative emission control technology to reduce emission from diesel generators (DG sets) used extensively for power back up across India. Being an innovation driven hardware startup, we did face some unique challenges and the Startup India initiative by The Department for Promotion of Industry and Internal Trade has been very helpful to overcome some of these challenges. We are a recognised startup by the Government of India and received financial assistance on the patent we filed for our unique technology. We were also given relief from various labour laws during the early stage to ensure that we spend most of our time and energy on bringing our innovation to life.

Under the Startup India initiative, we got the opportunity to meet various officials from multiple Ministries to advocate for changes in rules and regulations and create a robust eco system for clean-tech ventures like ours. This ensured that our efforts were aligned to the larger objectives of the government and we could play a meaningful role in the development of the country. We are also the beneficiaries of the Startup portal on Government e-Marketplace (GeM). The portal ensured that we could work with large public sector undertakings at a very early stage of our journey. It also eliminated the long tendering process and ensured we could work with the government in a fast and transparent way. With the funding round led by IAN Fund in April 2019, we have been able to create over 70 jobs in the manufacturing sector and also build intellectual property to contribute towards India's growth and prosperity. The funding has also helped us build manufacturing and engineering capabilities to be able to partner with large and established corporations at a very early stage in our journey. We boast of having technical capabilities superior to corporations with over 50 years of experience. This acceleration in Innovation has been possible due to the financial support provided by the government under the Fund of Funds scheme. We are on track to create over 100 jobs in the manufacturing sector by the end of this financial year and scale up our operations to improve the air quality in multiple Indian cities including Delhi NCR, Chennai, Pune, Lucknow and Bangalore.

There are multiple other benefits we have received under the Startup India scheme and congratulate the revolutionary measures taken by the Government of India."

- Kushagra Srivastava, Chakr Innovation

2.2.3 INTELLECTUAL PROPERTY RIGHTS SUPPORT

Trademarks, patents, and design registrations are an important intangible asset for any startup, as these enhance valuation and competitiveness of their products and the brand. Startups with limited resources can thrive and compete against established players through innovation and protection of their intellectual property rights. Startup India provides a list of patent and trademark facilitators that help in registration and obtaining necessary credential.

Startup India, through its various resource partners, has also enabled an online platform-based solution for entrepreneurs to safeguard their ideas. The legal support & Intellectual Property Right (IPR) facilitation benefits provided under the Startup India Initiative are as follows::

- Fast-tracking of startup patent applications so that they can realise the value of their IPRs at the earliest
- Panel of facilitators to assist in filing of IP applications[9].
- Legal support and fast-tracking patent examination free of charges, while the central government bears the entire fees of the facilitators for any number of patents, trademarks or designs that a startup may file, and the startups bear the cost of only the statutory fees payable.



Startups are provided with **80% REBATE IN FILING OF PATENTS** vis-a-vis other companies, bringing down the cost from **RS 8,000 TO RS 1,600,** helping them cut down on costs in their early years.

50% REBATE IS ALSO PROVIDED IN FILING OF TRADEMARKS vis-a-vis other companies decreasing the cost from RS 10,000 to RS 5,000.

Additionally, startups are also considered for expedited examination of patent applications to reduce time taken in granting patents.

As of November 2020,

- **5,020 PATENT** applications have been filed
- **1,170 PATENT** applications filed for expedited examination by Startups; of these 884 applications have been examined and 459 Patents have been granted
- **12,264 TRADEMARK APPLICATIONS** have been filed
- **510 PATENTS** and designs facilitators and **392 TRADEMARKS FACILITATORS** empanelled under the scheme.

"We are a DPIIT-recognized startup and we have also been granted patent for our innovation. In this view, I want to say that the process for filing patent application is very smooth. I got my patent granted very soon as compared to the normal processing after application. The Government of India has appointed the Patent Agents for this work and I have chosen one of the names. She told me about the entire process and helped me at every step. Too much supportive The agent approved by the GoI was very supportive. The Patent fee is also very nominal. I am very satisfied with the process and fees for patent related work for startups I really appreciate the work of GoI in this regard."

- Ashwani Sharma, Inovatiq Engineering Pvt Ltd (A DPIIT -recognized Startup)

9. List of Facilitators: https://www.startupindia.gov.in/content/sih/en/startupgov/notification.html

"Our Startup product "Saif Seas" is an unmanned self-propelled water surface drone. Its aim is to provide immediate aid to a drowning person in any water body. In today's open market for every innovation, there exist individuals violating intellectual property rights. To avoid this NDRC (National Research Development Corporation) has helped us procure a patent under the Startup India scheme. This has helped us a lot. They handheld us throughout the entire process of patent filing. Under the SIPP scheme all the finances of the patent were taken care of. This was a big benefit for us. After being recognized as a startup we got various incentives such as an incubation space of 1500sq ft at AP Innovation Society for working and assembling our product. Patent cost, intellectual property cost, trademark and any legal cost was covered under the SIPP Scheme."

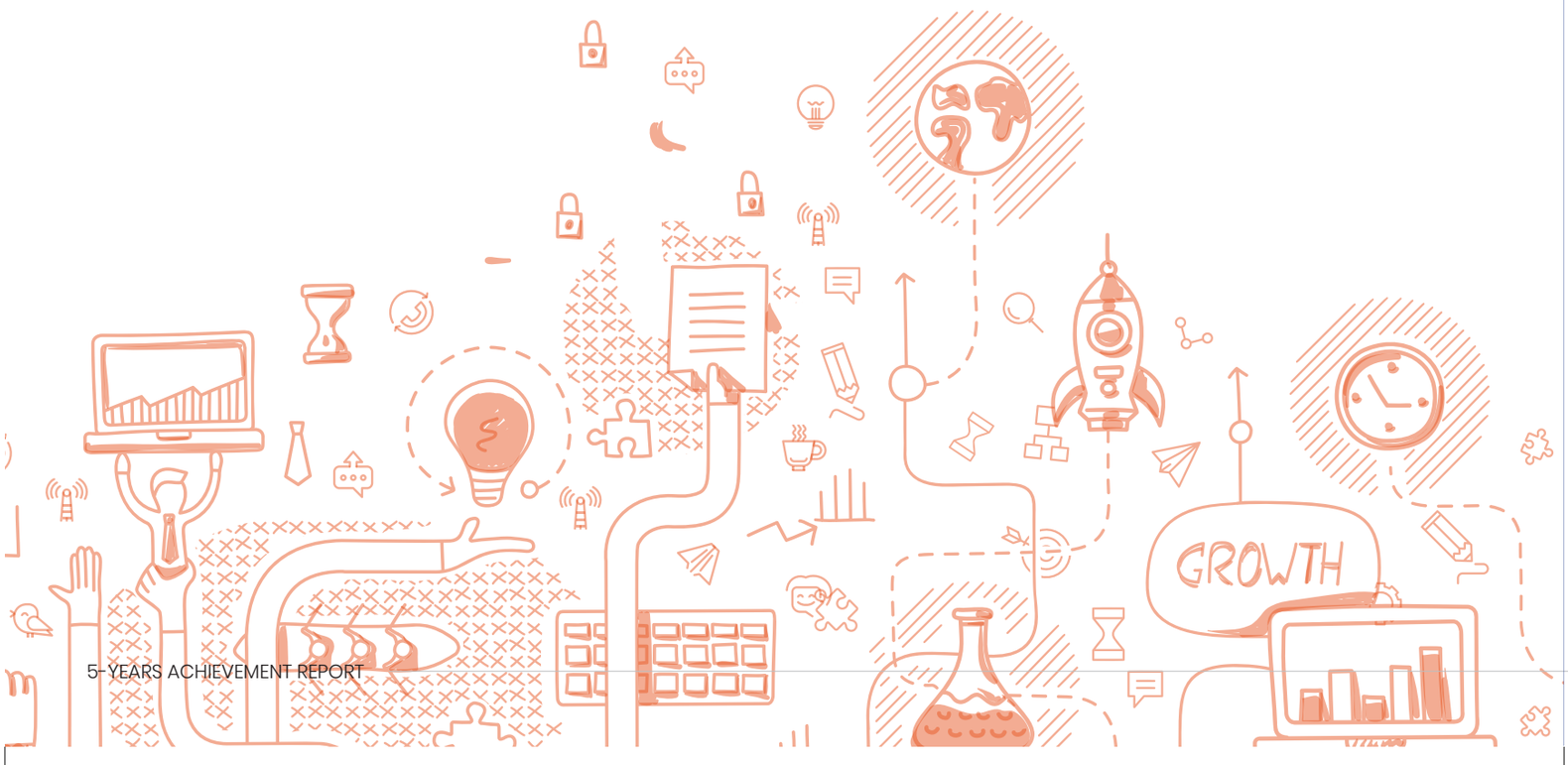
- Aliasgar Calcuttawala, Saif Automations Services LLP

"Founded in 2016, AgNext is a globally acclaimed & fast-growing agritech company that aims at providing technology-enabled rapid solutions that assess the quality of Agri commodities, increase transparency, & enhance the safety of food in agribusinesses. Incubated at IIT Kharagpur, AgNext got its first seed funding from a-IDEA National Agriculture Research in 2017. In the following years, funding was received from Omnivore and Kalaari venture funds as well. Qualix, our AI-enabled revolutionary platform, provides rapid and affordable testing of agri commodities with complete composition and adulteration assessment in samples and also has an easy adaption for any new type of adulteration in just 30 seconds. We seem to find great potential in availing the benefit " Patent applications & IPR protection" wherein it provides 80% rebate in filing of patents & also 50% rebate in filing trademarks as compared to other companies in the near future. We look forward to our future prospect association with Startup India."

- Sparsh Kaur, AGNEXT TECHNOLOGIES PRIVATE LIMITED

"Ingen Robotics is registered under the Startup India programme, and we have a DPIIT registration as well. This has allowed us to apply for patents under a much-reduced cost, which is useful for a bootstrapped startup like us. We have been granted 4 patents and have filed for 3 more. We were also selected for the Altair Challenge programme conducted by Startup India, through which we got access to expensive simulation software and training. In addition, the DPIIT registration enabled us to register with Kerala Startup Mission, which provided us with grants for patents, and also for productization."

- Rejin Narayanan Saroja, CEO, Ingen Robotics Private Limited



2.2.4 TAX INCENTIVES

In order to provide added financial support to the ecosystem and promote infusion of capital through investors, tax exemptions have been implemented. These enable startups to meet their policy goals and reduce the tax system's administrative burdens.

INCOME TAX INCENTIVES

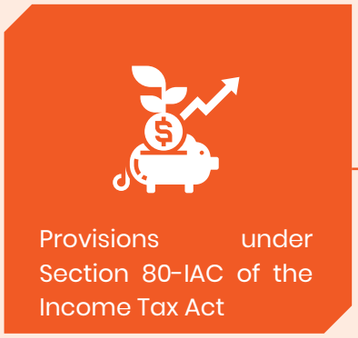
Startup India took upon itself to resolve, one of the key barriers to startups, taxes, by not only simplifying the processes involved, but also exempting startups from taxes under certain eligibility. While the indirect taxation reform in the form of Goods and Services Tax (GST) has helped in greater formalisation and simplification of the Indian tax regime, the taxation slabs have required further reforms to support entrepreneurial growth. Reduced outflow of cash amounts to savings, further accelerating reinvestment into startups. Tax incentives have thereby helped startups to a great extent especially in the initial stages of their lifecycle.

With a view to stimulate the development of startups in India and provide them with a competitive platform, the profits and gains derived by an eligible startup from eligible business may get 100% exemption for three consecutive assessment years out of seven years from the year of its incorporation.

In order to further rationalise the provisions relating to startups, the Finance Act provided for an amendment in section 80-IAC of the Income Tax Act so as to provide that the deduction under the said section shall be available to an eligible startup for a period of three consecutive assessment years out of 10 beginning from the year in which it is incorporated. This amendment will take effect from 1st April 2021.

To avail the benefits under the Income Tax Act, a startup must get a certificate of eligibility from the Inter-Ministerial Board (IMB) of Certification. The Board comprises of Joint Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Representative of Department of Biotechnology, and Representative of Department of Science & Technology.

PROVISIONS UNDER SECTION 80-IAC OF THE INCOME TAX ACT[10]:



(i) **"Eligible Business"** means a business carried out by an eligible startup engaged in innovation, development or improvement of products or processes or services or a scalable business model with a high potential for employment generation or wealth creation;

(ii) **"Eligible Startup"** means a company or a limited liability partnership engaged in eligible business which fulfils the following conditions, namely:

(a) It is incorporated on or after the 1st day of April 2016 but before the 1st day of April 2021

(b) The total turnover of its business does not exceed Rs 100 crore [in the previous year relevant to the assessment year for which deduction under sub-section (1) is claimed]; and

(c) It holds a certificate of eligible business from the Inter-Ministerial Board of Certification as notified in the Official Gazette by the central Government

A DPIIT-recognised startup is eligible to apply to the Inter-Ministerial Board for full deduction on the profits and gains from business (exemption under Section 80-IAC of the Income Tax Act) provided the following conditions are fulfilled. The entity should be

- A private limited company or a limited liability partnership,
- Incorporated on or after 1st April 2016 but before 1st April 2021, and
- Products or services or processes are undifferentiated, have potential for commercialisation, and have significant incremental value for customers or workflow

10. https://incometaxindia.gov.in/Acts/Finance%20Acts/2016/102120000000058874.htm

PROCESS

01 — A DPIIT-recognised startup being a private limited entity or limited liability partnership entity, incorporated on or after 1st of April 2016 but before the 1st day of April 2021 can apply for this exemption

02 — Applications for exemption under Section 80-IAC of the Income Tax Act have to be filed online on the Startup India portal at www.startupindia.gov.in [as per Form- I as notified in G.S.R. 127 (E), dated 19th February 2019][11].

03 — The eligible startups are required to submit the below documents:

i. Memorandum of Association or LLP Deed
ii. Board Resolution, if applicable
iii. Annual Accounts of the startup for the last three financial years, if applicable
iv. Copies of income-tax returns for the last three financial years, if applicable
v. The startups are also required to upload their company's pitch deck
vi. A two-minute video about the products/ services offered by them

04 — The complete applications are then considered and presented in the Inter-Ministerial Board meetings which take place periodically

05 — The Inter-Ministerial Board meeting considers the startup applications for this exemption. It evaluates the aspects of an entity working towards innovation, development or improvement of products or processes or services or whether it is a scalable business model with a high potential for employment generation or wealth creation. Startups from remote/ rural areas are also encouraged to apply

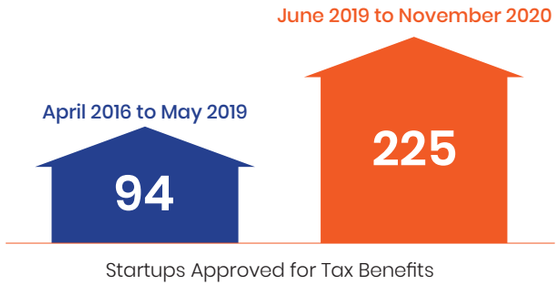
06 — Post consideration, the Board grants the exemption certificate otherwise detailed comments are shared with the startup for clarifications (if any)

Since the commencement of the meetings of IMB in 2016, 47 meetings have been conducted upto November 2020 and 319 eligible startups have been granted exemption under 80-IAC of the Income Tax Act

In line with the notification issued by DPIIT via G.S.R. Section No. 127 (E) dated 19 February 2019, the complete process from receipt of application to grant/rejection of benefits was reviewed and below issues were discussed in the meeting held on 16 May 2019: (Minutes of the Thirtieth Inter-Ministerial Board Meeting)[12]

1. It was observed that a large number of applications were being rejected for availability of similar products/services. The applications should not be rejected merely on the basis of similar products/services, as it could mean higher demand and competition
2. An entity which is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation is also eligible for these exemptions. While evaluating these startups, these aspects must also be considered
3. Startups from remote/rural areas and women entrepreneurs should be encouraged to apply

IN VIEW OF THE MATERIAL CHANGES MADE IN THE PROCESS OF GRANT OF EXEMPTION UNDER SECTION 80-IAC OF THE INCOME TAX ACT, A SUBSTANTIAL INCREASE WAS NOTED IN STARTUPS BENEFITTING FROM THE TAX BENEFITS.



Startups Approved for Tax Benefits

11 https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/198117.pdf
12 https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/IMB/imb_decisions/30th%20IMB%20Minutes%20of%2016_05_2019.pdfpdf

EXEMPTIONS ON INVESTMENTS ABOVE FACE VALUE

DPIIT-recognised startups are exempted from tax under Income Tax Act on the amount exceeding Fair Market value of shares for issue of shares above the face value. The startup has to provide a duly signed self-declaration in Form 2 which is sent to Central Board of Direct Taxes (CBDT) to claim exemption from the provisions of Section 56(2) (viib) of the Income Tax Act.

Tax on investments above face value is a tax rule applicable to investments by Indian residents in the capital raised by private limited companies via issue of shares. It was introduced as an anti-abuse provision in the 2012 Budget to restraint attempts to launder undisclosed income. The tax was charged at an effective rate of over 30% (till FY 19) on investments in shares "above face value" made at a premium. Such an investment attracted the provisions of Section 56(2) (viib) of the Income Tax Act under which the excess premium was taxed under the head "income from other sources". Many startups had raised concerns on having received notices from the Income Tax department on the funds raised in the angel round.

The idea of taxation began to restrict angel investors from planting their money and trust in inexperienced and early-stage startups. Different valuation models determined different values basis projections and future growth assumptions that could vary from the net asset value of the business. This prevented people from starting a business in India as 30% of the capital raised went in taxes. Department for Promotion of Industry and Internal Trade(DPIIT) recognised the gravity of hardship that the formulated tax regime was having on startups and held deliberations with CBDT on carving a way out for startups and eventually modified the criteria.

APPLICATION PROCESS:

Workflow process for the application by startup:

Any entity fulfilling the criteria as per the notification G.S.R. 127 (E)[11] dated 19th February 2019 issued by DPIIT, can apply for exemption under provisions of Section 56 (2) (viib) of the Income Tax Act,1961. The process for the same is given below:



A recognised startup fulfilling conditions in para 4(i) and 4 (ii) of the notification G.S.R. 127 (E), files a duly signed declaration in Form 2 online on the Startup India portal through its dashboard.

The complete application along with declaration is received by Startup India, DPIIT.

On receipt of the same, DPIIT forwards the application to CBDT

Post review, CBDT issues intimation to the startup with the complete application regarding receipt of declaration under Form 2.



In order to provide hassle-free tax environment, Central Board of Direct Taxes (CBDT) issued a consolidated circular on 30th August, 2019 on how to deal with matters relating to assessment of start-ups, time limit for completion of their pending assessments, procedure for addition made under section 56(2)(viib) of the Income Tax Act in the past assessment, outstanding income tax demands.

In order to redress grievances and to address various tax related issues in the cases of Startups, a Startup Cell was constituted on 30th August, 2019. The Cell, for any grievances/communications relating to Startups may be approached at O/o Under Secretary, ITA-I, Room No. 245A, North Block, New Delhi-110001. Ph. No. 011-23095479/23093070 (F). The Cell will also be accessible at *startupcell.cbdt@gov.in*.

As of 29th December 2020, with regard to declarations received from entities, furnished in Form 2, it is stated that intimation regarding receipt of Declaration in Form 2 has been mailed in the cases of 3,422 entities

"We have started Genrobotics in 2017 as a Robotics company under Startup India with the vision of providing cutting edge robotic solutions for those who are facing extremities. We developed Bandicoot Robot for cleaning sewage in 2018 to end manual scavenging from our Nation along with the rehabilitation of manual scavengers to Robot operators. We have raised investment from Unicorn VC through the Fund of Fund scheme to scale up the project across India and now implemented in more than 10 states. Also, we received the IMB Certificate for tax exemption under the Startup India scheme to boost the growth of company. Now, Bandicoot Robot has become a part of India's SWACHH BHARAT ABHIYAN and MAKE IN INDIA initiatives. We are honoured by getting the prestigious AMRUT Tech challenge Award from the Ministry of Housing and Urban Affairs, Government of India for developing the turnkey technology to clean manholes without human intervention."

- Rashid K, Co-Founder and Director, Genrobotic Innovations Private Limited



REVIVING INVESTMENTS: A WALKTHROUGH

When startups raised funds from Indian unlisted firms / individual investors at a price above face value, the consideration received in excess of the Fair Market Value was taxed at rate of 30% as income from other sources of the startups under the provisions of section 56(2) (viib) of the Income Tax Act. It was introduced as an anti-abuse provision in the 2012 Budget to restraint attempts to launder undisclosed income. The levy of this tax gravely impacted startup valued on business potential, innovation in ideas, and intangible assets. Valuation models such as Discounted Cash Flow and future growth assumptions lead to a difference in the estimate when compared to the Net Asset Value of the business, which could be much lower.

Many startups started receiving notices under Section 56(2) (viib) from the Income Tax department on the funds raised in seed funding round by them, thus restricting some investors from planting their money in early-stage startups. Seed investment in startups generally precedes any investment by Venture Capital Funds (VCF) which were exempt from the said provisions. This, in turn, began a ripple effect, preventing more people from coming forward and starting their businesses as more than 30% of their capital raised was foregone. This concern was raised by startups, private equity funds, and various startup associations.

DPIIT recognised the gravity of this hardship and deciphered that many unlisted early-stage startups rely heavily on funding from such investors to build the base for getting further funding from VCFs in next rounds. It could sense growing resentment in the startup ecosystem towards the Government. DPIIT decided to take up the issue and bring the entire gamut of concerns to the Central Board of Direct Taxes (CBDT), Department of Revenue's notice. It raised the issue and various concerns that were hovering around it to CBDT and requested it to reduce the severity of such hefty tax provisions on startups. It was "highlighted" that the harsh taxation norms were pulling down startups which relied heavily on seed investors and were acting as a regressive force in the process of nation building.



With the support of CBDT, DPIIT issued a notification in April 2018 in supersession to the earlier notifications. This notification instated a carve out for eligible startups providing them exemption from the provisions of section 56(2) (viib) subject to fulfilment of certain conditions. These conditions included aspects around the maximum amount of permissible paid-up share capital in the startup, minimum returned income or Net Worth of the investor, and the requirement of the startup to obtain a merchant banker report stipulating the fair market value of shares determined as per the stipulated Income-tax Rules, 1962. In this case, the application had to be made to the Inter-Ministerial Board which was entitled to grant or decline the requisite exemption.

However, the notification still needed to achieve a lot more in order to reach the milestone defined by DPIIT. This was because the conditions laid down for claiming the said exemptions had severe requirements for the investor to disclose his returned income or net worth. Many of these investors were asked to provide details on Permanent Account Number (PAN), bank statements, income computation, and other documents. This enhanced the feeling of harassment in many angel investors who would have otherwise found it easier and more convenient to invest in real estate or share market or in startups abroad.

> *"The Startup India team has been instrumental in the growth of the Indian startup ecosystem as it has worked tirelessly to address the concerns of Indian startups and investors and has become a champion for the ecosystem. The work it has actioned on a policy level has made AIFs an attractive asset-class for both Indian and global investors. The recognition of AIFs as a well-regulated, institutional investor has allowed it to gain exemptions from section 56(2) (viib) (dubbed the "Angel Tax") and section 68. By allowing for AIFs to have pass-through status on losses, the structure has become more commercially attractive and will go a long way. In India's dream to become a $ 5 trillion economy by 2025, startups and new-age businesses are supposed to contribute $ 1 trillion. Startup India's role as an ecosystem enabler will be crucial to achieving this monumental goal."*
>
> *- 3one4 Capital*

Startups, on the other hand, began relocating outside India to be able to raise capital given the dearth of investors willing to invest in the Indian market. Furthermore, the requirement to obtain a valuation report from a merchant banker attracted hefty costs for startups in their early stages when they were struggling for survival. DPIIT again became a platform for startups and their investors to address this issue. To protect bona fide investments into startups, DPIIT took the matter of issuance of Income Tax notices to startups and investors with the Department of Revenue (DoR). In light of the situation, CBDT directed the Assessing Officers to not take any coercive action for recovery of tax dues and to set up a committee to review the issue.

DPIIT organised a roundtable in February 2019 to address the matters still hovering over startups and investors. The roundtable was attended by the DoR representatives from various industry bodies, private equity, and startups who raised key issues being faced by them in the ecosystem concerning this tax. Acknowledging the situation and hardships being faced by startups, CBDT extended its support further to liberalise the norms of section 56(2) (viib). DPIIT could thereby issue a ground-breaking notification on 19th February 2019 that serviced various issues of startups and investors and increased the horizon of startup definition to accommodate more entities under the Startup India scheme and its benefits.

Further, DPIIT initiated exemption to all sub- categories of Category I Alternative Investments Funds (AIFs) and Category II AIFs from the said provisions. DPIIT continuously seeks to boost startups and address regulatory hardships being faced by them.

The time period for which an entity could be considered a startup was increased from 7 years to 10 years and the turnover criteria was increased from Rs 25 CRORES TO Rs 100 CRORES.

Furthermore, a recognised startup could claim exemption from the provisions of section 56(2) (viib) of the Income Tax Act subject to meeting the conditions that:

i. it has been recognised by DPIIT

ii. aggregate amount of paid-up share capital and share premium of the startup after issue or proposed issue of share, if any, does not exceed Rs 25 crore,

it has not invested in any of the assets specified in the notification G.S.R. 127 (E) dated February 19, 2019 issued by DPIIT Notification[13].

The startup has to file a duly signed declaration in Form 2 to DPIIT [as per notification G.S.R. 127 (E)] to claim the exemption from the provisions of Section 56(2) (viib) of the Income Tax Act.

> *"Startup India's work on Angel Tax has been very helpful for us. Their work led to an exemption being granted. It came at the right time as the Income Tax department had served us with a notice. We had adhered to every rule and had every document in place. Still, we were very worried about the time and money that a response and subsequent hearings would suck up. The quotes that we received from CAs confirmed our fears. Thankfully, the exemption came in time and we could just attach that in reply. Just like that, we were done and a load off my head!"*
>
> ***- Switchme Technologies Pvt. Ltd.***

13 https://www.startupindia.gov.in/content/dam/invest-india/Templates/public/198117.pdf

2.2.5 FAST TRACK EXIT FOR STARTUPS

A complex and tedious winding-up process was yet another restriction for startup enthusiasts as it was considered that "shutting down a company is far more difficult than starting a company. The costs involved in closure were few of the main reasons why several firms had continued to remain dormant without legally shutting operations. They would be required to bear costs for maintenance and compliance with annual filings, failing which would entail penal consequences by the relevant authorities.

The Insolvency and Bankruptcy Code, 2016 (Code) provides for insolvency resolution of corporate persons, partnership firms and individual in a time bound manner. The Code has improved business climate in the country by making it easier for enterprises to exit in case of difficulties.

a) Section 12 of the Code states that insolvency resolution process shall be completed within a period of 180 days from the date of admission of application by the National Company Law Tribunal, which is the adjudicating authority. This may be extendable to another 90 days and shall be completed within a maximum period of 330 days including the one-time extension. Once an application for insolvency resolution is admitted, an Insolvency Professional takes over the management of the corporate debtor who takes custody and control of the assets of the firm and conducts its business where feasible. If insolvency resolution fails or there is no feasibility of business, the corporate debtor would be liquidated.

b) Besides the above, fast track corporate insolvency resolution process is provided under sections 55 to 58 of the Code, providing for a total period of 90 days for insolvency resolution from the date of admission of application. This may be extendable to another 45 days.

c) Further, section 59 provides adequate mechanism for voluntary liquidation of corporate persons.



2.2.6 REGULATORY REFORMS

Since the inception of Startup India in January 2016, a number of policy reforms have been undertaken through various agencies and departments, for enabling small businesses or startups across the country. In order to improve the policy regime, an institutional mechanism has been established within Startup India. Department for Promotion of Industry and Internal Trade (DPIIT) invites regular stakeholder consultations to understand the issues and concerns of startups, investors, incubators, and other stakeholders in the ecosystem.

A Committee of Secretaries (CoS) chaired by the Finance Secretary has been constituted for dealing with the regulatory issues being faced by startups. Through continuous efforts and support of various Ministries and Regulators, 39 Regulatory Reforms have been undertaken for the benefit of the startup ecosystem stakeholders through the support of Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Ministry of Commerce of Industry, Ministry of Electronics and Information Technology, Ministry of Corporate Affairs, and Ministry of Finance. Some of the key reforms undertaken during the four-year journey are listed below:

Reserve Bank of India

1. Startup enterprises permitted to access loans under External Commercial Borrowing Framework up to USD 3 million. (Oct, 2016)
2. A Securities and Exchange Board of India (SEBI) registered Foreign Venture Capital Investor (FVCI) may contribute up to 100%of the capital of an Indian company engaged in any activity mentioned in Schedule 6 of Notification No. FEMA 20/2000, including startups irrespective of the sector in which it is engaged, under the automatic route. (Aug, 2017)
3. An Indian startup having an overseas subsidiary, may open a foreign currency account with a bank outside India for the purpose of crediting to it foreign exchange earnings out of exports/ sales made by the said entity and/ or the receivables, arising out of exports/ sales, of its overseas subsidiary. (June, 2016)
4. SOFTEX form filed by software exporters moved online. (Feb, 2019)

Securities and Exchange Board of India (SEBI)

1. Lock in period for investments made by an Angel Fund reduced to 1 year from 3 years as amended by the SEBI (Alternative Investment Funds) (Amendment) Regulations,2016, w.e.f. 04-01-2017.
2. Angel Funds are allowed to invest in overseas venture capital undertakings upto 25% of their investible corpus in line with other AIFs as provided by the SEBI (Alternative Investment Funds) (Amendment) Regulations, 2016, w.e.f. 04-01-2017.
3. The upper limit for number of angel investors in a scheme is increased from forty nine to two hundred as amended by SEBI (Alternative Investment Funds) (Amendment) Regulations, 2016, w.e.f. 04-01-2017
4. The requirements of minimum investment amount by an Angel Fund in any venture capital undertaking is reduced from fifty lac to twenty five lac as amended by SEBI (Alternative Investment Funds) (Amendment) Regulations, 2016, w.e.f. 04-01-2017
5. "Operating Guidelines for Alternative Investment Funds in International Financial Services Centres" issued by SEBI. (Nov, 2018)

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

Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade

1. Amendment in the definition of a Startup by way of a notification issued by DPIIT in this regard. Now, an entity shall be considered as a Startup upto a period of ten years from the date of incorporation/ registration and turnover of the entity for any of the financial years since incorporation/ registration has not exceeded one hundred crore rupees. Earlier, the criteria for period was seven years and turnover was twenty-five crore rupees. (Feb, 2019)

राजस्व विभाग
DEPARTMENT OF
REVENUE

Ministry of Finance, Department of Revenue

1. In the case of a domestic company, where its total turnover or the gross receipt in the previous year does not exceed two hundred and fifty crore rupees, income tax shall be charged at the rate of 25 percent of the total income. (Feb 2018)

2. Definition of eligible business as stated in Section 80-IAC aligned with Startups definition. (April 2018).

3. Introduction of Section 54EE in the Income Tax Act, 1961: Exemption from tax on long-term capital gain if such long-term capital gain is invested in a fund notified by Central Government. The maximum amount that can be invested is Rs 50 lac. (May 2016)

4. Amendment in Section 54GB of Income Tax Act: Exemption from tax on capital gains arising out of sale of residential house or a residential plot of land if the amount of net consideration is invested in prescribed stake of equity shares of eligible Startup for utilizing the same for purchase of specified asset. (Feb 2016)

5. Minimum Alternate Tax credit allowed to be carried forward up to fifteenth assessment years instead of ten assessment years. (2017)

6. Exemption under section 80-IAC of Income Tax Act: Exemption to eligible Startup for any 3 consecutive assessment years out of 7 years (earlier 5 years) beginning from the year in which such eligible Startup is incorporated. (April, 2018)

7. Exemption from tax under the provisions of section 56(2) (viib) to Startups for issue of shares above fair market value on the basis of a self-declaration to the Central Board of Direct Taxes. The aggregate amount of paid up share capital and share premium of the startup after issue or proposed issue should not exceed Rs. 25 Crore (Feb, 2019)

8. Taxation of convertible notes - Period for which a bond, debenture, debenture-stock or deposit certificate was held prior to conversion shall be considered for determining the period of holding of such shares or debentures acquired upon conversion. (March 2016)d

9. Amendment in Section 54GB of Income Tax Act w.e.f 1st April 2020: (August 2019)
   (i) The condition of minimum holding of 50% of share capital or voting rights in the start-up relaxed to 25%
   (ii) Extension of period under which benefit under section 54GB from for sale of residential property can be availed up to 31st March 2021 ;
   (iii) Condition restricting transfer of new asset being computer or computer software is to relax from 5 years to 3 years w.e.f. 1 April 2020.

10. Amendment in Section 79 of Income Tax Act (August 2019): Eligible Startups to carry forward their losses on satisfaction of any one of the two conditions:
   (i) Continuity of 51% shareholding/voting power or
   (ii) Continuity of 100% of original shareholders carrying voting power;

11. Pass through of losses allowed to Investment Funds I.e. Category I and II AIF similar to pass through of income. These amendments will take effect from the 1st April, 2020 and will, accordingly, apply in relation to the assessment year 2020-21 and subsequent assessment years (August 2019)

12. The investment made by Venture Capital Fund of Category-I AIF in a startup was exempted from the applicability of the provisions of section 56(2) (viib) of the IT Act. This exemption has been extended to all sub-categories of Category-I AIF and Category-II AIF via introduction of "specified funds" in the said section (August 2019)

13. The Finance Act 2020 provides for amendment in section 80-IAC of the Income-tax Act relating to special provision in respect of specified business. The provisions of section 80-IAC, inter alia, provide for a deduction of an amount equal to hundred per cent. of the profits and gains derived from an eligible business by an eligible start-up for three consecutive assessment years out of ten years vis-à-vis the earlier norm of seven years at the option of the assessee and the total turnover of its business does not exceed hundred crore rupees in the previous year relevant to the assessment year for which deduction under this section is claimed. This amendment will take effect from 1st April, 2021 and will, accordingly, apply in relation to the assessment year 2021-2022 and subsequent assessment years. (Feb 2020)

14 The Finance Act 2020 provides for amendment in section 80-IAC of the Income-tax Act relating to special provision in respect of specified business. The provisions of section 80-IAC, inter alia, provide for a deduction of an amount equal to hundred per cent. of the profits and gains derived from an eligible business by an eligible start-up for three consecutive assessment years out of ten years at the option of the assessee and the total turnover of its business does not exceed hundred crore rupees vis-à-vis the earlier norm of twenty-five crore rupees in the previous year relevant to the assessment year for which deduction under this section is

claimed. This amendment will take effect from 1st April, 2021 and will, accordingly, apply in relation to the assessment year 2021-2022 and subsequent assessment years. (Feb 2020)

15. The Finance Act 2020 provides for amendment in sections 156, 191 and 192 of the Income Tax Act laying to enable employees receiving specified security or sweat equity share as perquisite under section 17(2)(vi) of an eligible startup referred to in section 80-IAC, to deduct or pay, as the case may be, tax on such income within fourteen days after the expiry of forty-eight months from the end of the relevant assessment year; or from the date of the sale of such specified security or sweat equity share by the assessee; or from the date of the assessee ceasing to be the employee of the person, whichever is earlier, on the basis of rates in force of the financial year in which the said specified security or sweat equity share is allotted or transferred. This amendment will take effect from 1st April, 2020. As per the earlier norms, the said perquisite including ESOPs were taxed in the hands of the employee at the time of exercise of the option

सत्यमेव जयते
Ministry of Electronics and Information Technology
Government of India

Ministry of Electronics and Information Technology

1. Removal of clause from Electronic Development Fund (EDF) operating guidelines stating that if a fund draws from Fund of Funds for Startups, then they cannot draw from EDF and vice versa. (Nov 2018)

MINISTRY OF CORPORATE AFFAIRS

Ministry of Corporate Affairs

1. The financial statement, with respect to private company (if such private company is a start-up) may not include the cash flow statement. (June, 2017)
2. A private company, which is considered as a start-up for a period of five years from the date of its incorporation, is also allowed to accept deposits from members without any restriction on the amount. (Sep, 2017)
3. Startup defined for the purpose of Companies Act, 2013: As per the definition, a start-up company means a private company incorporated under the Companies Act, 2013 and recognised as a "start-up" in accordance with the notification issued by the Department for Promotion of Industry and Internal Trade. (June, 2017)
4. Exemption from procedural compliance (e.g. such as issue of an offer circular or creation of a deposit repayment reserve) for raising deposits from shareholders. (June, 2017)
5. In relation to a private company (if such private company is a startup), the annual return shall be signed by the Company Secretary, or where there is no Company Secretary, by the Director of the company. (June, 2017)
6. A private company (if such private company is a startup) is required to conduct at least one meeting of the Board of Directors in each half of a calendar year and the gap between the two meetings is not less than ninety days. (June, 2017)
7. Name Reservation for Company incorporation: Rule 8, Companies (Incorporation) Rules, 2014 substituted with Companies (Incorporation) 5th Amendment Rules, 2019, which provides for new regulations on resemblance with an existing company name, new categories of undesirable names of a company and list of words which can be used only after obtaining approval. (May, 2019)
8. Amendment in Companies (Share Capital and Debentures) Rules, 2014: The Ministry of Corporate Affairs issued a notification on 16th August, 2019 increasing the period in which ESOPs could be granted to promoters and directors (holding more than 10% equity) of Startups, from 5 years to 10 years from the date of incorporation and thereby aligned the provisions of the Companies (Share Capital and Debentures) Rules with the provisions referred to in the DPIIT notification dated 19th Feb, 2019.

   The notification also escalated the limit on shares with Differential Voting Rights in the Company from 26% of the total post-issue paid up equity capital of the Company to 74% of the total voting power. Further, the condition for the company to have consistent track record of distributable profits for the last three years for issue of DVR shares has been removed. (August 2019)
9. CSR 2% fund can be spent on incubators funded by Central or State Government or any agency or Public Sector Undertaking of Central or State Government, and, making contributions to public funded Universities, IITs, National Laboratories and Autonomous Bodies (established under the

auspices of ICAR, ICMR, CSIR, DAE, DRDO, DST, Ministry of Electronics and Information Technology) engaged in conducting research in science, technology, engineering and medicine aimed at promoting SDGs. (October 2019)

10. As part of Government of India's Ease of Doing Business (EODB) initiatives, the Ministry of Corporate Affairs has launched a new integrated Web Form christened 'SPICe+' replacing the existing SPICe form. SPICe+ would offer 10 services by 3 Central Govt Ministries & Departments (Ministry of Corporate Affairs, Ministry of Labour & Department of Revenue in the Ministry of Finance) and One State Government(Maharashtra), thereby saving as many procedures, time and cost for Starting a Business in India and would be applicable for all new company incorporations w.e.f.23rd February 2020. SPICe+ has two parts: Part A-for Name reservation for new companies and Part B offering a bouquet of services viz. (i) Incorporation (ii) DIN allotment (iii) Mandatory issue of PAN (iv) Mandatory issue of TAN (v) Mandatory issue of EPFO registration (vi) Mandatory issue of ESIC registration (vii) Mandatory issue of Profession Tax registration(Maharashtra) (viii) Mandatory Opening of Bank Account for the Company and (ix) Allotment of GSTIN (if so applied for) (Feb 2020).
11. Amendment in Companies (Share Capital and Debentures) Rules, 2014: The Ministry of Corporate Affairs issued a notification on 05th June, 2020 increasing the period in which Sweat Equity shares, from 5 years to 10 years from the date of incorporation and thereby aligned the provisions of the Companies (Share Capital and Debentures) Rules with the provisions referred to in the DPIIT notification dated 19th Feb, 2019. (June 2020)
12. Amendment in Companies (Acceptance of Deposits) Rules, 2014: The Ministry of Corporate Affairs issued a notification on 07th September, 2020 increasing the period of issuance of convertible note, from 5 years to 10 years from the date of issue and thereby aligned the provisions of the Companies (Acceptance of Deposits) Rules, 2014 with the provisions referred to in the DPIIT notification dated 19th Feb, 2019. (September 2020)
13. Amendment in Companies (Acceptance of Deposits) Rules, 2014: The Ministry of Corporate Affairs issued a notification on 07th September, 2020 whereby the maximum limit in respect of deposits to be accepted from members by a private company shall not apply to a start-up company for 10 years from the date of its incorporation, instead of 5 years. (September 2020)

"Hats off to Hon'ble FM Smt. Nirmala Sitharaman for taking this great step of making Government-sponsored incubators eligible for CSR spending. This will open new pathways for sustainability of the incubation centres and ultimately make a huge impact on the growth of startups and the startup culture across the country"

- Dr. Abha Rishi, AIC BIMTECH

"Opening up of CSR fund stream for Incubators is a welcome initiative. With the rapid rise in number of startups, India needs lot of capital to fulfil their funding needs, CSR and corporate collaborations is the way forward. It would also trigger incubators to support research based startups in Science & Technology"

- Abhishek Pareek, Atal Incubation Centre, Banasthali Vidyapith



Easing some of the administrative norms in order to make room for startups to flourish has been prominently successful under the Startup India initiative. Simplicity in regulation, expanding the vision, and toning down regulatory discretion have been some steps undertaken. This has led to a wider applicability and acceptability among startup enthusiasts, adding to the Government's initiative to provide incentives. Startup India aims to continuously identify and address potential bottlenecks that are restrict entry and subsequent up-scaling of ventures so as to improve the country's startup ecosystem

3. FUND OF FUNDS FOR STARTUPS



The Fund of Funds (FFS) for startups has been established to provide funding support for development and ***growth of innovation driven enterprises*** as well as to address one of the key challenges faced by startups in India i.e. ***access to risk capital***. Due to lack of collateral, uncertain cash flows and unconventional business models, startups are unable to raise financing through traditional sources such as banks and Non-Banking Financial Companies (NBFC). Besides this, the ***high-risk nature of startups***, wherein a significant percentage fail, reduces their investment attractiveness for traditional financiers.

The Fund has been ***structured as a Fund of Funds***, which means that it ***does not invest directly in startups*** but rather participates in the capital of Securities and Exchange Board of India (SEBI)-registered ***Category-1 and Category-2 Alternate Investment Funds (AIFs)***. The tenure of the AIF supported under FFS will ***be initially up to 12 years***. The FFS is managed by Small Industries Development Bank of India (SIDBI), which has issued its operational guidelines. The AIFs supported by FFS shall ***invest at least twice the amount of contribution received from FFS in startups*** qualifying as per the Gazette Notification G.S.R.501 (E) dated 23 May 2017, issued by Government of India and as amended from time to time. The aggregate contribution to the corpus of AIFs from Fund of Funds being operated by different Ministries of the Government of India / State Governments ***shall not exceed 35% of its corpus***. The Fund of Funds shall have ***representation on the governance structure/ board of the venture fund*** based on the contribution made.

The Fund of Funds was set-up in 2016 with ***a total corpus of Rs 10,000 Crores*** to be built over the 14th and 15th Finance Commission constituted by Government of India. As of ***1st December 2020, SIDBI had committed Rs 4326.95 Crores to 60 AIFs***, which have raised a total corpus of Rs 31,598 Crores, an ***7X catalysing effect***. Rs 1,270.46 Crores have been drawn from the FFS by 51 AIFs, which have funded 384 startups and Rs 4509.16 Crores have been ***invested in 384 startups*** through the scheme.



Addressing the financing challenges faced by startups in India for and the high risk nature of startups wherein a significant percentage fail to take-off, thus hampering their investment attractiveness, Government of India has set up a fund with **A TOTAL CORPUS OF RS 10,000 CRORE.**

> *"Startup India is a great catalyst for the overall startup ecosystem. Personally, we have benefited because of their low cost service initiative- fund of funds programme. One of our investors has taken capital from SIDBI's Fund of Funds scheme which was indirectly invested in us. We are also recognized by the Government for our innovation which indirectly helped us build brand in the early days. Also, the response from the entire team is very prompt and professional"*
>
> *- Shibam Das, Atomberg*

14. https://sidbi.in/files/article/articlefiles/Fund-of-Funds-Brochure.pdf

"Startup India and DPIIT have been a huge boon for my startup, Ethereal Machines. Thanks to the patent facilitator scheme by Startup India, we have saved lac of rupees when it comes to IPR registration. The entire process of enrolling as a startup and to be granted tax exemption was done without any hassle. Tax exemption is also a huge benefit given that helps funds be diverted towards research and development and building a self-sufficient India. We have also had the chance of exhibiting our technologies on a global platform such as GES, thanks to the support of Startup India. We are a beneficiary of the Fund of Funds Scheme through our investor Blume Ventures. We are presently utilising the funds to expand our geographical presence and ensure that India's name is recognised globally as a place from where a deep-tech startup can emerge and succeed. Schemes like FFS benefit homegrown funds who can then further identify and deploy funds to deserving entrepreneurs across the country."

- Kaushik Mudda,CEO, Ethereal Machines

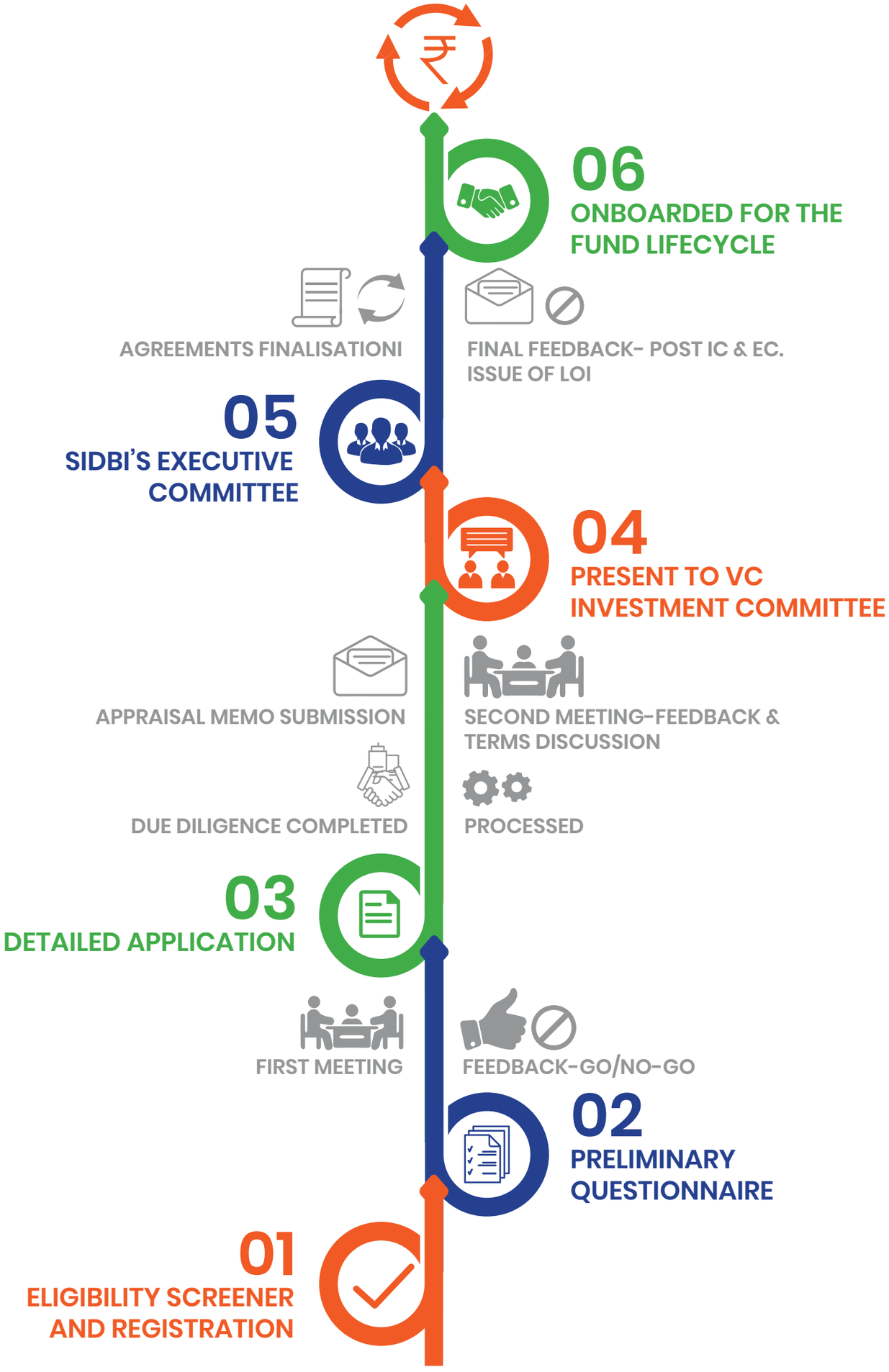
"WebEngage is a marketing cloud for consumer businesses. We are an Indian SaaS startup which has customers across the Indian subcontinent, Middle East, Europe, and North America. We offer a customer engagement and retention platform to our customers as a marketing cloud. Our customers are from the e-commerce, online travel, education technology, financial services, gaming and consumer brands segments. Our marketing cloud service was launched four years ago. We have been very capital efficient in our journey and have grown 75% YoY for last two years in a row. We have benefited immensely from various initiatives launched by the DPIIT to help startups grow. In January 2020, we raised our Series A from venture capital firms IAN Fund and India Quotient which are backed by the Fund of Funds Scheme for Startups. On behalf of team WebEngage, I thank GoI and DPIIT for their relentless efforts to help Indian startups succeed."

- Avlesh Singh, Co-founder & CEO, WebEngage

"We have benefitted by getting our funding through 'Fund of Funds' scheme through IAN Fund and also got our IT refund on an accelerated basis which has helped us during the Covid 19 lockdown to manage our finances slightly better."

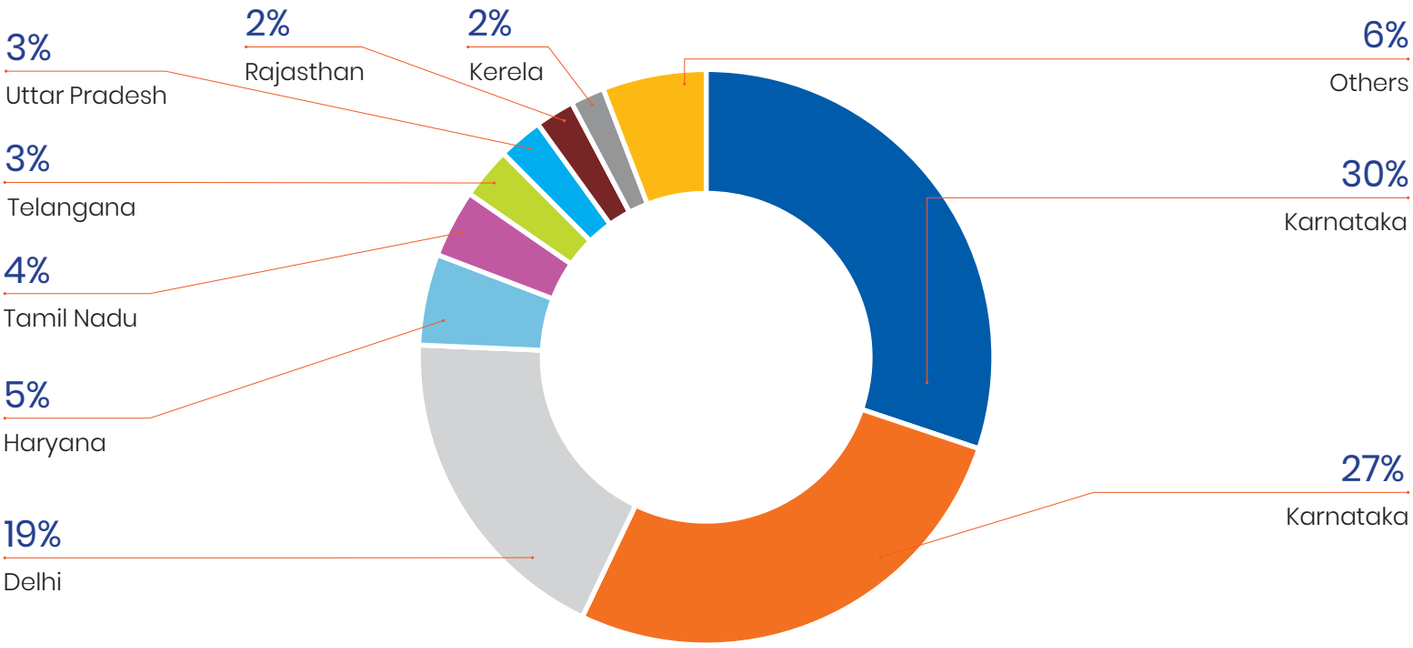
- Tithi, Founder & MD, Trezi by SmartVizX

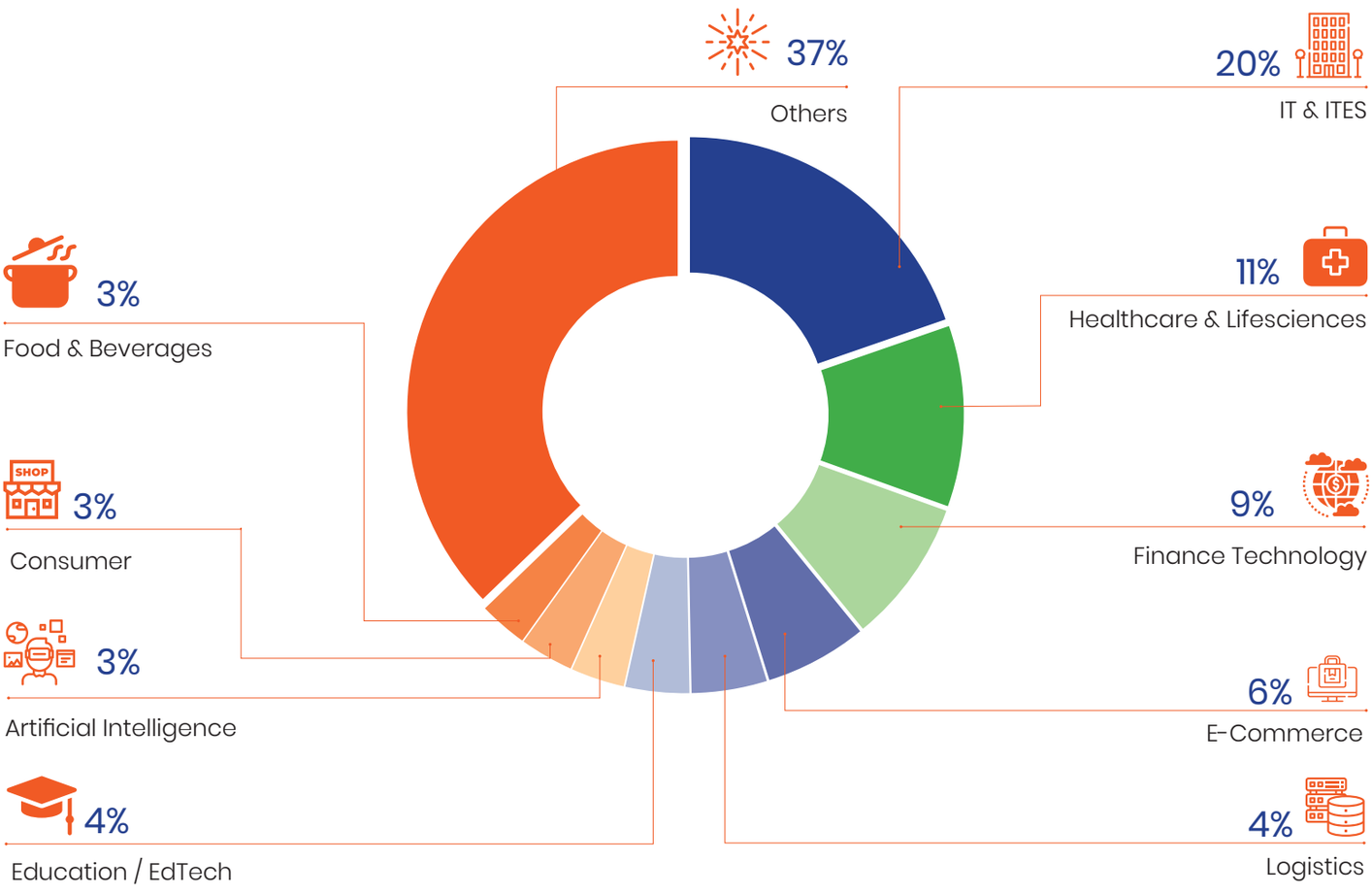



06
ONBOARDED FOR THE FUND LIFECYCLE
AGREEMENTS FINALISATIONI
FINAL FEEDBACK- POST IC & EC. ISSUE OF LOI
05
SIDBI'S EXECUTIVE COMMITTEE
04
PRESENT TO VC INVESTMENT COMMITTEE
APPRAISAL MEMO SUBMISSION
SECOND MEETING-FEEDBACK & TERMS DISCUSSION
DUE DILIGENCE COMPLETED
PROCESSED
03
DETAILED APPLICATION
FIRST MEETING
FEEDBACK-GO/NO-GO
02
PRELIMINARY QUESTIONNAIRE
01
ELIGIBILITY SCREENER AND REGISTRATION

STATE AND SECTOR-WISE SPLIT OF STARTUPS FUNDED UNDER FUND OF FUNDS SCHEME

Sectors | Number of startups





*As of February 2020

Since the launch of
STARTUP INDIA HUB
in April 2016, over
4 LAC
users have been
registered

93%
satisfaction
score on the Startup
India Learning Programme

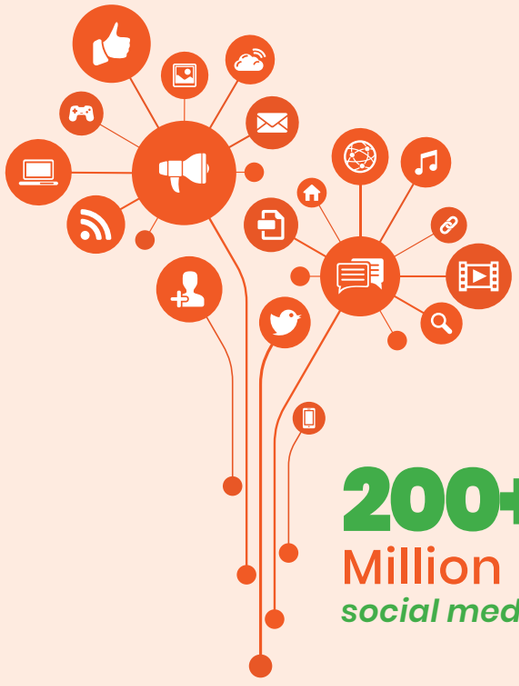
In 5 years

Over
60%
of queries dealt
via calls

Supporting
STARTUPS
through added
benefits

25 resource partners
currently offering services

Engaging levers to the startup ecosystem



200+
Million
social media impressions

Currently registered on Hub to support entrepreneurs

663
Incubators

165
Accelerators

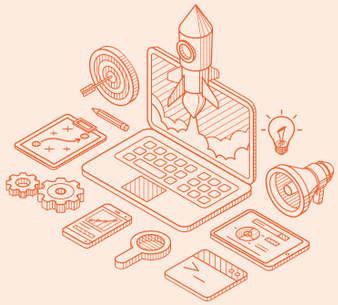
109
Investors

446
innovation
hunts

27,130
applications

4. STARTUP INDIA HUB: AN INTERACTIVE GUIDE TO THE ECOSYSTEM

Operationalising the framework for recognition of entities and following the agenda of the Action Plan, Startup India Hub was launched in April 2016 to provide a one-stop digital platform for the entire startup ecosystem in order to enable knowledge exchange and access to resources. For entrepreneurs, the Hub is envisioned to be their friend, mentor, and guide during their startup journey.



The portal serves as a virtual incubator to startups by providing access to information, knowledge, industry programmes, government schemes, and networking opportunities within the startup community. **WITH MORE THAN 4 LAC USERS** on the Hub, an entrepreneur can connect to **663 INCUBATORS AND 165 ACCELERATORS** for scaling-up, explore within a pool of **109 INVESTORS** for funding support, and connect to **54 GOVERNMENT** entities for availing startup friendly benefits.

The "Startup India Hub" acts as a key enabler in this vibrant ecosystem and performs the following actions:

The "Startup India Hub" acts as a key enabler in this vibrant ecosystem and performs the following



Works in a hub and spoke model to collaborate with Central and State governments, Indian and foreign led Venture Capital Firms, banks / financial institutions, incubators, legal partners, consultants, universities, and Research and Development institutions.



Assists startups throughout their lifecycle with specific focus on important aspects such as securing financing, feasibility testing, business structuring advisory services, enhancement of marketing skills, technology commercialisation, and management evaluation.



Organises mentorship programs in collaboration with government organisations, incubation centers, educational institutions, and private organisations which aspire to foster innovation.



Hosts series of support services to provide lifecycle support to entrepreneurs such as query resolution, mentorship access, online learning and development courses, etc.

To improve assistance to startups during their lifecycle, the online platform was further enhanced in June 2017 in order to enable access to added market resources, generic tools and templates. The platform was upgraded to connect startup entities of respective states and UTs to various stakeholders and provide opportunities to startups in availing Startup India's partnered services with academic and private institutions. The portal undergoes improvements on a regular basis to cater to the large audience registered on it.

4.1 KEY FUNCTIONALITIES

Startup recognition: Startups can seek recognition online and apply for associated benefits such as tax exemptions, prioritised status in public procurement, etc.

Introduction of the Application Management System: The Hub allows stakeholders such as accelerators, incubators, mentors, investors, corporate entities, and government bodies, to seek registration on the portal to host programmes and challenges for all recognised startups

Partnered Services: Startups can avail free (limited) services across verticals such as legal, cloud, banking, customer experience, software enterprise, patent & trademark facilitation, etc.

Online Courses: Free courses ranging from programming to management and entrepreneurship are available for all registered users on the platform

Knowledge Bank: Users can avail answers and solutions to vital questions such as, "How to Register a company" or access Startup India's regularly updated glossary, market research reports from other organisations, etc.

Tools & Templates: The portal offers a repository of various legal, HR, and other such templates that can be utilised in an entrepreneur's journey from idea to enterprise.

Government Schemes: This section is dedicated to collated schemes and grants offered by the Central and State Governments for all entrepreneurs. The section holds more than 68 schemes that can be filtered by types of incentives being offered, relevant Ministry, Department, and sector focus areas.

Query Resolution: The Hub hosts a query resolution mechanism that addresses enquiries from various stakeholder groups, and this process is monitored by the Startup India team.

Handholding support: Through the Hub portal, Startup India also caters to one-on-one facilitation support to existing startups, innovators, and other ecosystem members

Blockchain Based Certification: The Department for Promotion of Industry and Internal Trade (DPIIT) launched a Blockchain-based Certificate Verification Platform on 6th October 2020.

DPIIT issues certificates to recognized startups through the Startup India platform. Each certificate is allotted a unique number that can be used to verify the authenticity of the certificate. To enable instant access and verification, DPIIT has developed a Blockchain-enabled certificate verification platform to offer an additional layer of security and ensuring transparency of public certificates. The platform can be utilized by Government Departments, PSUs, Banks, and Investors to verify the authenticity of the information submitted by startups, for availing support opportunities.

This initiative has been undertaken to provide an additional layer of security to the startup certificates by making them tamper-proof. This platform is the first step towards introducing emerging technologies within existing government frameworks to transform traditional processes. The long-term vision of DPIIT is to establish a multi-party blockchain-based system to reduce redundancies involved in submission of common details by startups to multiple stakeholders.

15 **Active users are users** that you can identify (by an id, email or username) who interact with your business during a specified period.

Startup India Showcase: Startup India Showcase is an online discovery platform for the most promising startups of the country chosen through various DPIIT and Startup India programs exhibited in a form of virtual profiles. The startups showcased on the platform have distinctly emerged as the best in their fields. These innovations have been handpicked by experts and have gone through multiple rounds of screening and evaluation.

These innovations span across various cutting-edge sectors such as Fintech, EntrepriseTech, Social Impact, HealthTech, EdTech, among others. These startups are solving critical problems and have shown exceptional innovation in their respective sectors. Ecosystem stakeholders have nurtured and supported these startups, thereby validating their presence on this platform.

Enhanced Application Management System: The application management system empowers enablers like corporates and government entities to create challenges/programs on the Startup India platform giving them access to the wide pool of startups. This also creates meaningful opportunities for startups in terms of pilots, financial support or industry connects acting as a growth catalyst for them.

4.0+	446	11,000	2.6 Cr+	59%
LAC USERS	INNOVATION HUNTS	DAILY ACTIVE USERS	WEBSITE VISITS	ACTIVE USERS

The Hub, with **MORE THAN 4.0 lac users**, has hosted **446 innovation hunts** and funding assistance programs in collaboration with various Government departments and corporate houses. The portal has percolated within the Indian startup community resulting in **over 11,000 daily active users**, cumulating to over **2.6 crore website visits since inception**.



4.2 QUERY RESOLUTION

With increasing channels of stakeholder interactions and constant evolution in user requirements in the startup ecosystem, a query resolution platform is hosted on the Hub portal to resolve enquiries of various users. The queries are addressed by the Startup India team via emails and Twitter (DPIIT's Twitter Sewa Platform) whereas tele-queries are attended and addressed through a dedicated call centre. The Hub also highlights common queries (Frequently Asked Questions) tailored to user category, as a guide to users engaged on the network and provides evolving trends of generic queries for swift resolutions. Startup India offers dedicated call center resources to cater to the queries in **FIVE DIFFERENT LANGUAGES (ENGLISH, HINDI AND THREE OTHER REGIONAL LANGUAGES)** and aims to further integrate additional language options in the years to come.

Query Analysis

Query Calls:
1,35,805

Query Emails:
61,405

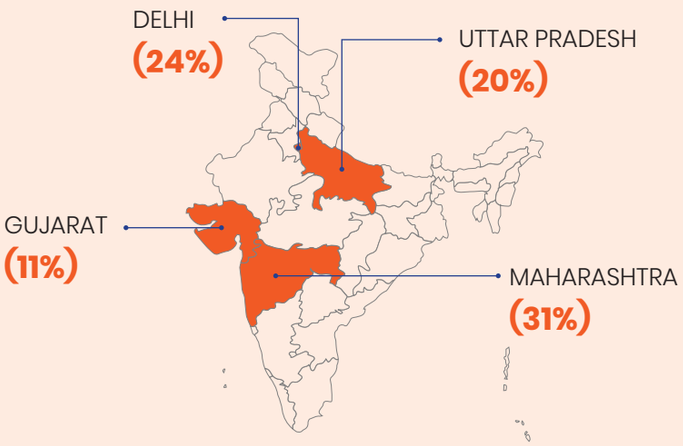
Query Tweets:
4,079

Over 2 lac queries have been resolved since the rollout of the query resolution platform where over 30% of the queries have been noted to be around clarifications on the Startup India scheme.

Interest has also been noted from a number of entrepreneurs to obtain further details on **FUNDING ASSISTANCE** and information on diverse aspects such as **COMPANY INCORPORATION, TAX EXEMPTIONS, INCUBATOR SUPPORT, PROCUREMENT, ETC**. The dedicated Startup India team also extends knowledge on queries concerning business advisory and availing partnered services through the Hub Portal.

In terms of insights from the query data, queries via calls from four states cumulatively comprise more than half of the calls received. Substantial shifts in the queries received can be correlated to some of the major events and reforms made through the Startup India initiative. With **OVER 80% CALLERS FROM PROFESSIONAL AND BUSINESS BACKGROUNDS** engaging to further develop their ventures, the statistics on user profiling has reflected stronger interest among users and other interested groups.

STATES WITH MAXIMUM QUERIES



APPLICATION STATUS
(17%)

INFORMATION ON STARTUP SCHEME (BENEFITS, ELIGIBILITY, & REGISTRATION)
(51%)

LOAN ASSISTANCE
(8%)

OTHERS
(17%)

TECHNICAL QUERIES
(7%)

OVER
80% CALLERS
FROM PROFESSIONAL AND BUSINESS BACKGROUNDS



SOCIAL MEDIA FOOTPRINT

TWITTER TREND:

@STARTUPINDIA:

Twitter is the only social network where brands and consumers have a level playing field and unrestricted lines of clear and concise communication. It thrives on several factors that support and affect engagements to targeted user groups, Startup India has been effectively utilising the vibrant platform to engage with users across the ecosystem.

Twitter interaction among stakeholders of the ecosystem has seen a phenomenal rise **IN THE LAST FIVE YEARS**, a prime depiction of increase in engagement of startup aspirants. The rise in engagement on the online and social media platforms correlates to the substantial increase in the number of startups that have been recognised over the same duration.

	LINK CLICKS (000'S)	POST LIKES (000'S)	IMPRESSIONS (MILLION)
2016	28	38	100
2017	73	126	327
2018	82	78	164
2019	119	124	501
2020	48.3	79.4	352

Link Clicks: Number of clicks on links posted by Startup India on Twitter

Post Likes: The cumulative number of likes received on all tweets

Impressions: Number of posts viewed on Twitter

Social Media Presence

Startup India has been effectively engaging with community of users. With over 80% traffic generated from young professionals (18-34 years), the Hub portal showcased over 4.4 lac registered users as of December 2020.

FOLLOWERS: 1,41,700+

FOLLOWERS: 4,18,000+

VIDEO VIEWS: 21,64,000+

WEBSITE VIEW: 26MN+

4.3 LEARNING & DEVELOPMENT PROGRAMMES

The Startup India Learning Programme was launched in January 2017 to encourage individuals and impart fundamentals of entrepreneurship to startup aspirants/early stage startups through a four-week long free of cost e-learning and development programme.



Startup India Learning Programmes:

Course Bifurcations

IDEA VALIDATION

- Identifying and assessing the Idea
- Identifying the target segment and market size
- Analysing the environment and competitive advantage

FINANCE & LEGAL

- Company registration
- Permits, Compliances & Intellectual Property Rights
- Contracts such as Founders Agreement, Employment Agreements etc.
- Financial Statements & Management Reports
- Working Capital, Investment Management & Taxation
- Business Planning & Break-Even Analysis

PITCHING & FUNDING

- Funding & Valuation
- Pitching & Funding Process (investor pitch, term sheet)

The learning program is available through the website and mobile applications in both English and Hindi languages and generates a Startup India recognised completion certificate. The course guides startup aspirants on creation of a business plan, imbibing their innovative ideas. Furthermore, Invest India in collaboration with UpGrad has developed this program. The aim is to help entrepreneurs grow their ideas and ventures to the next level through structured learning. The program covers lessons on key areas of starting up by 40+ top founders of India in an extensive program.

The reach of the programmes and utilisation amongst entrepreneurs has incrementally risen at an average rate of 30% over the last three years. This has also reflected upon the acceptability of the programmes and guidance therein within the entrepreneurial community.

SURVEY FEEDBACK

2.80+ LAC

Aspiring entrepreneurs have accessed the course.



As per a feedback survey conducted in 2019, the Startup India Learning Programme received an average rating of

9.3/10

Avg of 9.3 across 1,267 responders

[The scoring matrix is out of 10 where 10 is for highly likely and 1 is for least likely]

"Unfortunately, Startup aspirants including the experienced ones make some very basic mistakes. A GovernmentofIndia initiative, SILP (Startup India Learning Programme) provides an amazing starter kit, in the rather clueless entrepreneurial journey"

- Shubhash Chandra Shrivastav

"Just finished this amazing FREE four-week online course by Upgrad in partnership with Startup India. If you are a budding #entrepreneur excited about startups but do not know where to start, this is the course for you."

- Bhardwaj Gridhar

4.4 MARKET ACCESS AND PRO-BONO OFFERINGS

CORPORATE PARTNERSHIPS



With the objective to encourage engagement between industry and entrepreneurial community, Startup India has launched several partnerships with prominent corporates to provide support to innovative startups in various phases of their lifecycle, ranging from the ideation phase to funding, all the way to incubation and scaling up.

UNTIL DECEMBER 2020, STARTUP INDIA HAS COLLABORATED WITH OVER 80 CORPORATES AND OTHER INDUSTRY PLAYERS TO SUPPORT INDIAN STARTUPS

Over 80
Challenges

Over 500
winners benefited

Over Rs 20 crore
cash prizes and other incentives such as paid Proof of Concept (PoC), incubation, prototype and mentoring support.

RESOURCE PARTNERS

Startup India hub has launched several partnerships with prominent corporates and companies over the years to provide pro-bono and incentivised services to startups recognised by DPIIT. The aim of these partnerships is to encourage engagement between industry and entrepreneurial community.

The current resource partners on-boarded by Startup India are divided among the following categories

- **CLOUD SERVICES**
- **MANAGEMENT & ENTERPRISE SERVICES**
- **LEGAL SERVICES**
- **CLOUD TELEPHONY SERVICES**
- **BANKING SERVICES**
- **BUSINESS SERVICES**
- **CUSTOMER SERVICE MANAGEMENT**

Until October 2020*, pro-bono services worth **RS 36.41 CR** have been offered by **25 RESOURCE PARTNERS**

*Based on impact numbers and amounts provided by partners

Management & Enterprise Services

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
06	1,185	Rs 32.27 crore

Legal Services

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
07	438	Rs 24.67 Lac

Cloud Services

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
06	927	Rs 3.83 Cr

Cloud Telephony Services

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
04	57	Rs 4 lac

Customer Service Management

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
01	6	Rs 84,000

Financial and Business Service

NUMBER OF PARTNERS:	STARTUPS BENEFITTED (NO):	VALUE OF OFFERING:
06	196	Rs 0.05 Cr

*Based on impact numbers and amounts provided by partners

4.5 STARTUP INDIA GRAND CHALLENGES

ENTREPRENEURS

STARTUP CHALLENGES

COLLABORATION

STARTUP INDIA has worked with various Government and private organisations to conduct startup challenges on different domains to promote competitiveness and engage entrepreneurs in supporting Central/ national endeavours undertaken by the Government. The initiative has further enhanced collaboration among the startup ecosystem builders in identifying and scaling up selective ideas among respective sectors. The startup grand challenges have also channelized Government and private sector agencies to work with startups and incorporate the spirit of innovation and entrepreneurship.



SINCE 2017, there have been around 11 grand challenges organised by DPIIT in collaboration with other Ministries and public organisations offering lucrative incentives to the winners

सत्यमेव जयते
Department of Industrial Policy and Promotion
Ministry of Commerce and Industry
Government of India

11

GRAND CHALLENGES CONDUCTED
THROUGH 10 PARTNER MINISTRIES/DEPARTMENTS

KEYPARTNERS



1) MINISTRY OF AGRICULTURE
2) NATIONAL SECURITY GUARD
3) MINISTRY OF TEXTILES
4) DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
5) CENTRAL RESERVE POLICE FORCE
6) DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE (DPIIT)
7) AIRPORT AUTHORITY OF INDIA
8) NATIONAL HEALTH AUTHORITY
9) MINISTRY OF NEW AND RENEWABLE ENERGY
10) DEPARTMENT OF DRINKING WATER AND SANITATION

1. AGRICULTURE GRAND CHALLENGE

The Ministry of Agriculture in partnership with Startup India launched the Agriculture Grand Challenge in December 2017 wherein 12 pre-identified problem statements were noted for seeking solutions from the startups. The challenge received 1,066 applications from across the country and after conducting five mentorship workshops with over 400 recognised Agritech startups, multiple screenings and interviews, 20 innovative ideas were finalised for up-scaling.

The finalised solutions were handpicked by senior scientists and Commissioners from the Ministry of Agriculture, supported by the Startup India team.

400
AGRITECH STARTUPS

20
INNOVATIVE IDEAS



Startups in ideation and validation stages were offered three month incubation support under leading Agritech incubators, along with handholding support and real-time testing of Proof of Concept (PoC). For startups that matured to early traction & scaling-up stages, a three-month market access program under the Ministry of Agriculture was offered along with real-time access to market insights and support from domain experts.



Photo: Highlight of Agriculture Grand Challenge

Problem Statement	Winners
Assaying & Grading	Aspire Business Solutions
	Agricxlab Private Limited
Farm to Fork	Rajiv Bhatia
	Woolly Farms
Last Mile Dissemination	Vasudhaika Software Pvt Ltd.
	Roshni Agri Information System
Soil Testing	Knoxia Technologies Pvt. Ltd.
	A Soumya Rao
Sorting & Grading	Coolcrop
	S4s Technologies
Substitute for Pesticides	Atgc Biotech Pvt. Ltd.
	Trithi Robotics
Testing Adulteration	Sansaavi Bioresearch Pvt Ltd
	Micro Life Innovations
Yield Estimation	Bkc Aggregators Llp
	Satsure Analytics India Pvt Ltd
Custom Hiring Center	Greenday - Kisan Ki Dukan
	Pradwan Technologies Private Limited
Price Forecast	Tejaswini M
	Randomtrees



"Agriculture Grand Challenge (AGC) was a well-structured programme with clear deliverables. The programme was structured in a way, which provided a platform for startups/ entrepreneurs to work and build their venture with necessary support of relevant stakeholders like the Government and assist them to grow exponentially."

- Ankur Goel, Skwerup.com, start-up mentor and business consultant

"Agriculture Grand Challenge (AGC) is strongly recommended to startups to fine-tune their business model and avail industry connects and to investors who can use the opportunity to build a deal flow pipeline. The AGC Panel consists of a good composition of financial institutions, entrepreneurs and investors with in-depth experience. Mentors need to be involved over a longer period of time so that they can deep-dive into each startup."

- Rajeev Aiyappa, Agri Expert and advisor for business growth strategist

"KIIT-TBI team was quick to support us in getting our DPIIT startup recognition; they were very responsive with the required documents and recommendations. They also guided us on various Government schemes available for projects within our field and offered to support us through the process. As part of our incubation programme, we got to network with industry representatives within the Agriculture and venture capital space."

- Rajiv Bhatia, Samudra Network

"Thanks to our participation in the Agriculture Grand Challenge by the Government of India. Although we were not selected in AGC, we received a call from KIIT-TBI to participate in BIG-13 grant by BIRAC. Until then we were not aware of any such grants. KIIT-TBI officers convinced us that our research in agriculture and biotechnology is worth participating in BIG challenge and hence we did. To our delight, we not only got shortlisted, but also got selected. This encouragement helped us to form a company and progress on our dream project very quickly with further help in getting NIDHI PRAYAS scheme too. We are extremely thankful to KIIT-TBI team for the continuous guidance, mentoring and support to ensure our motivation levels all the time. Today, we are confident about our business models and are moving in the right direction. Looking forward to such continued support, as always, so that we continue to innovate in the areas of Agritech and Biotech to contribute whatever best is possible in bringing technological advancements in Agriculture and thus uplift the life of our humble farmers, while we emerge as successful entrepreneurs. We all owe a big thank you to the entire team of KIIT-TBI for the enduring efforts in bringing technologists together for nation building!"

- Raghu BN, Director, GR Agritech Labs Pvt Ltd

"The programme was excellent, and we got a chance to connect with the Indian Government. The team's ability to identify, recognise and enable long term solutions for today's problems of the country is exceptional!"

- Nithun KV, Woolly farms

2. AYUSHMAN BHARAT PMJAY STARTUP GRAND CHALLENGE

Startup India had launched Ayushman Bharat PMJAY Start-Up Grand Challenge in collaboration with the National Health Authority to scout for cutting-edge solutions for supporting Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). The challenge was launched on 1st October 2019 by the Hon'ble Prime Minister of India, Shri Narendra Modi, and applications were invited from startups in 7 areas. The call for application was hosted on Startup India platform and over 300 applications were received. After preliminary checks and evaluation of applications by an interim jury of experts in the healthcare business and public health sector, 49 startups had been shortlisted for semi final. From these startups, 22 startups were further shortlisted for the finale on 16 and 17th September and the awards ceremony on 25th September 2020. 7 winners were announced.

MONETARY INCENTIVE OF RS 2 LAC

EMPOWERING 500 MILLION PEOPLE





3. EASE OF DOING BUSINESS GRAND CHALLENGE

The Ease of Doing Business Ranking is an annual assessment conducted by the World Bank which measures aspects of regulations affecting 11 areas of the life of a business, evaluating 190 countries against each other on these indicators.

Starting a Business	Dealing with Construction Permits	Getting Electricity	Registering Property
Getting Credit	Protecting Minority Interests	Paying Taxes	Trading across Borders
Enforcing Contracts	Resolving Insolvency	Labour Market Regulation	

DPIIT launched the EoDB Grand Challenge on 19th of November 2018 through Startup India Hub to invite innovative ideas from individuals, startups or other enterprises to implement artificial intelligence (AI), big data analytics, internet of things (IOT), blockchain and other cutting-edge technologies for re-engineering related government processes.

8 WINNERS | **4** PROBLEMS

A total of eight winners were selected under four problem statements. These winners were to be provided with cash grants along with pilot opportunities by DPIIT. Monetary incentives ranging from Rs 3 lac to the winner followed by RS 2 LAC AND RS 1 LAC WERE ANNOUNCED TO RUNNERS-UP RESPECTIVELY.

Problem Statement	Winners
Develop Alternate Government Processes, Ease of Issue of Permission, License, Registration by Government Departments	LexStart Consultancy
	Tata Consultancy Services
Development of a Single Portal for Providing Information to Stakeholders on the Land Ownership Details of Deeds Executed & Encumbrances on such Property (Delhi)	Sahasraditya Technosolutions (ONEAUTOMAX)
	Boston Consulting Group
Development of a Single Portal for Providing Information to Stakeholders on the Land Ownership Details of Deeds Executed & Encumbrances on such Property (Mumbai)	Boston Consulting Group
	RapidQube Digital Solutions
Prototype an internet connected device that takes readings and measurements from boilers and uploads them to a secure online register accessible both by the business and the inspecting departments of the State and the Central Government	Avantis RegTech
	Ontyme Medical Software solutions

4. MNRE STARTUP GRAND CHALLENGE

The Ministry of New and Renewable Energy (MNRE) launched a unique opportunity for startups and innovators to solve some key challenges being faced in the renewable energy sector in India. Launched in August 2019, the MNRE identified eight key problem statements encompassing innovative use of renewable energy for enhancing quality of life, mobility, and energy storages, offering energy solutions for regions with difficult terrain, etc.

The call for entries received 412 applications, wherein top three startups were to be provided funding support totalling upto Rs 22 lac. The results of the challenge are yet to be announced.

RS 22 LAC TOTAL TO THE WINNING STARTUP



5. ACCELERATE WITH NSG

The National Security Guard (NSG) along with Startup India sought solutions to help the counter-terrorism unit of NSG to take "countermeasures against a rogue autonomous drone including swarm of drones". The applications were invited "to help solve the menace of terrorism" from startups belonging to sectors viz aerospace, defence, robotics, and security solutions till 30th of April, 2020.

The three winning startups would receive a cash incentive of Rs 5 lac, Rs 3 lac, and Rs 2 lac each. Helping curb terrorism menace with the support of startups reflects the Government's earlier emphasis on the significance of the country's startups along with MSME base to help India achieve indigenisation and self-reliance in the defence sector.

CASH INCENTIVE OF RS 5 LAC, RS 3 LAC, AND RS 2 LAC



6. STARTUP INDIA SINGLE-USE PLASTIC INTERNATIONAL GRAND CHALLENGE

The Startup India Single-Use Plastic International Grand Challenge was hosted by DPIIT on the Startup India Portal from 2 to 22 October 2019 inviting entries for three problem statements namely Discard of Single Use Plastic, Consumption of Single Use Plastic, and Production of Single Use Plastic, cumulatively receiving 68 applications.

Of the top 15 startups (5 per problem statement selected after second round of evaluation), the top 6 startups were awarded first prize of Rs 3 lac and second prize of Rs 2 lac each based on their final scores under the irrespective problem statements. Six startups were incubated at the Amity Incubator, free of cost. A total impact of Rs 30 Lac was made through the challenge to encourage sustainable startups.

FIRST PRICE OF RS 3 LAC AND SECOND PRICE OF RS2 LAC EACH



Challenge	Position	Winning Startup
Consumption of Single Use Plastic	Winner	Happy Turtle (OPC) Private Limited
	Runner-Up	Workmap Systems
Discard of Single Use Plastic	Winner	Polycycl Private Limited
	Runner-Up	PadCare Labs
Production of Single Use Plastic	Winner	Siddaganga Bio Products
	Runner-Up	Bare Necessities

7. TEXTILE CHALLENGE

The first edition of the challenge was aimed at finding replacement of plastics - both in single and multi-use category. The challenge was open to all individuals and startups across textile & apparel which have a minimum viable product or a PoC for the problem areas. Total 6 winners would 12 lac worth of prize money i.e. 3 lac, 2 lac and 1 lac for 1st, 2nd and 3rd winner across each problem statement. The challenge was launched on 14th January 2020 and applications closed on 29th February 2020.

3 Startups were declared as winners and an award ceremony was held where the Honourable Minister of Textiles Smt. Smriti Zubin Irani applauded the efforts of startups and ministry. A total of 8 Lac was given as cash grant to these 3 startups. The winning startups are as follows:-

Awega Green Technologies
Shakti Non Wowens
Dhriti Bio Solutions

8. ANIMAL HUSBANDRY STARTUP GRAND CHALLENGE

The Department of Animal Husbandry and Dairying, in partnership with Startup India, launched the 'Animal Husbandry Startup Grand Challenge', to scout for innovative and commercially viable solutions to address the problems faced by the animal husbandry and dairy sector. The challenge was launched by Hon'ble Prime Minister, Shri Narendra Modi, on 11 September 2019 at a National Animal Disease Control Program in Mathura.

The challenge was open to all startups with unique solutions for six problem statements that were identified under the categories of:

- Value added products
- Single use plastic alternatives
- Eliminating milk adulteration
- Breed improvement and animal nutrition
- E-commerce solutions
- Product traceability



Until 30th of October 2019, 157 applications were received, pre-screened and shortlisted for the second round of evaluation conducted through video conferences. A total of 12 startups were then selected to receive cash grants, and incubation, along with masterclasses for all the finalists.

Cash Grants: Two winners under each problem statement were awarded with cash grants worth RS 10 Lac (Winner) and RS 7 Lac (Runner-up) each

Mentorship: Masterclasses were organised for providing mentorship to startups. A dedicated 2 hour session was organized for each of the problem statement with experts from that areas mentoring

Problem Statement	Winners
Startups. Incubation Value Added Products	Krushak Mitra Agro Services Pvt Ltd
	Studio Carbon
Eliminating Milk Adulteration	White Gold Technologies LLP
	Micro Life Innovations
Product Traceability	EmerTech Solutions Pvt Ltd
	NebulARC Technologies Pvt Ltd
E-commerce Solutions	MoooFarm
	AKM Technologies Pvt Ltd
Animal Nutrition	Krimanshi Technologies Pvt. Ltd
	Cornext Agri Products Pvt. Ltd
Breed Improvement	Adis Technologies
	CisGEN Biotech Discoveries Pvt. Ltd

9. SWACHH BHARAT GRAND CHALLENGE

Startup India worked with the Ministry of Water and Sanitation to recognise startups spearheading novel innovations in the field of waste management, water management, air management, and sanitation. The Challenge was hosted on the Startup India website from 25th of October to 10th of November 2018, inviting startups to apply for the program.. 165 applications were received from 70 districts in 22 States, offering unique solutions from startups that had also filed for intellectual property rights.

Two startups under each sector of waste management, air management, water management, and sanitation, were awarded a cash grant of Rs 2 lac and Rs 1 lac as 1st and 2nd prize respectively. The winners were also felicitated by Secretary, DPIIT with a certificate of award.

RS 2,00,000 AND RS 1,00,000 AS 1ST AND 2ND PRIZE RESPECTIVELY



Position	Air Management	Sanitation	Waste Management	Water Management
Winner	Maclec Technical Project Laboratory	Altersoft Innovations India Pvt Ltd	Sanshodhan E-Waste Exchange Pvt Ltd	Revy Environmental Solutions Pvt Ltd
Runner-Up	Small Spark Concepts Technologies Pvt Ltd	Naturesani Pvt Ltd	Flycatcher technologies LLP	EF Polymer Pvt Ltd

"Setting up a startup at my prime age was a hard decision... more so, for setting up a Biotech Startup! However, with the support from a very cohesive and well-integrated startup ecosystem that has been built in India, we have successfully completed our PoC validation, technology scale-up, and all set to commercialise our products. During this journey, we have been awarded as winners of India-Israel Innovation Challenge, Integrate to Innovate, and Swachh Bharat Grand Challenge, and these achievements have put more vigour in us. Thank you Startup India... for supporting, guiding and motivating us in our entrepreneurial journey!!"

- Dr. Vanita Prasad, Founder & Director, REVY Environmental Solutions Pvt. Ltd.



Testimonial: Facilitation Support provided by Startup India to an Upcoming Startup

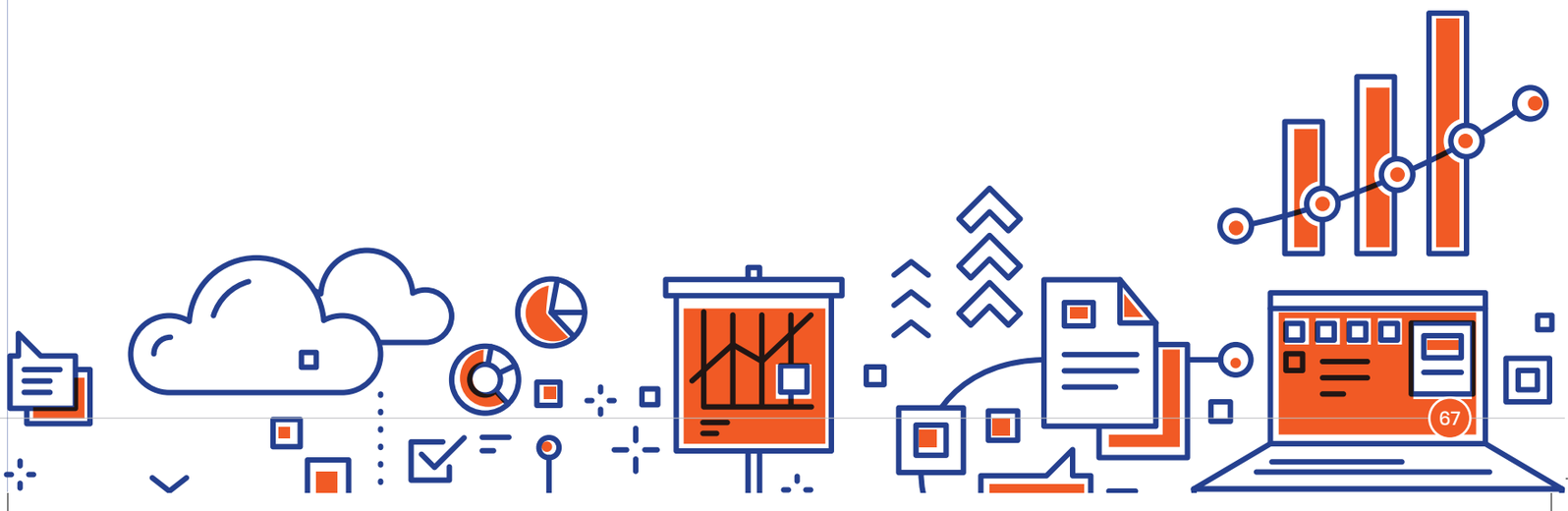
Through this blog post, I wanted to share my story and the role of Startup India in supporting me in my entrepreneurship journey. When I first faced the facts, I couldn't believe how something as innocuous as our garbage could be negatively connected to so many of my personal concerns. I wanted to stop being a part of the problem. I had to address my own trash problem first. My solution – live a lifestyle that best reflected the values I cared about. I had called myself an environmentalist for about six years at the time. I studied environmental planning, environmental policy, and environmental economics in college and graduate school, but I thought I needed to live a life more congruent to my environmental and social justice values. In my zero-waste journey, I realised we lived in a world with LANDFILL destined products. Toothbrushes for instance- 4.7 billion of them end in the landfill every year, take 200-700 years to start decomposing. So, every toothbrush you and I have ever produced is sitting on our planet somewhere! In response to this problem, I wanted to create a company that mirrored the values of zero waste, ethical consumption, and sustainability. I wanted to make it easy and accessible for other people looking to consume more mindfully, and to encourage others to produce less waste. Thus, Bare Necessities was born.

At Bare Necessities, it's not just about selling products. It's about encouraging an earth friendly lifestyle. In the larger sense, BN seeks to change the narrative on waste in India. In the future, Bare Necessities seeks to become an interdisciplinary hub, a home for product designers to design products with a cradle to cradle philosophy, a place for policy analysts to work with local government on policy recommendations to manage our waste better, and to reduce our waste. A place for behaviour economics, ecologists, researchers and consumers alike to build the ecosystem towards a circular economy.

In March 2020, I was fortunate enough to be a part of the CII-Startup India delegation to attend the India- Bhutan Startup Summit in Bhutan. I had the amazing opportunity to learn all about the gross happiness index from the PM of Bhutan himself, among senior leaders from the Chamber of Commerce and UNDP in Bhutan. I met amazing Bhutanese entrepreneurs, and got to travel and know some of my fellow Indian entrepreneurs. Additionally, I had the opportunity to attend SLUSH in Helsinki, Finland. SLUSH is a world famous startup event! A gathering of more than 20,000 change-makers, including thousands of startups and investors. One of my favourite sessions was talking about breaking taboos and building future companies for the next generation with Andrea Barrica, Valentina Milanova and Sophia Bendz! So grateful for this opportunity, thank you Startup India. Lastly, I wanted to share that Bare Necessities won the 'Single-use Plastic Challenge' organised by Startup India. Plastic pollution is something that has been often overlooked for many years. We are currently living in the largest global garbage crisis of our lifetime. I am extremely glad that there was a competition hosted around such an important issue. We additionally were invited to do a pitch with Amity University Incubation Lab.

Startup India has helped facilitate a variety of competitions, national and international opportunities, and more. The most beneficial being: Through financial initiatives, Startup competitions such as (the Single-use Plastic Challenge), and International startup opportunities -

Sahar Mansoor, Founder and CEO of Bare Necessities



10. INNOVATION CHALLENGE TO DEVELOP PORTABLE DEVICE FOR WATER QUALITY TESTING

DPIIT, in partnership with the National Jal Jeevan Mission (NJJM), Department of Drinking Water & Sanitation, launched an Innovation Challenge to develop 'portable devices for testing drinking water quality'.

Drinking water supply in rural areas is from both from groundwater (80%) and surface water (20%) sources. However, due to depleting groundwater level, especially in arid and semi-arid regions, the use of surface water is on the rise. For both groundwater and surface water based rural drinking water supply systems, it is important to measure relevant area-specific contaminations to ensure access to potable water. The Uniform Drinking Water Quality Protocol, 2019 has specified some important parameters to be monitored for assuring potability of drinking water as per BIS IS 10500:2012 (Second Version) and subsequent amendments.

People receiving piped water supply in their homes do not have any means to test the potability of water coming from their tap. This leads to a situation wherein, quite often, people are reluctant to consume tap water directly. People in urban areas end up installing household water treatment unit incurring additional expenditure.

To facilitate and empower people to test drinking water quality at their homes and assure potability of water, there is a need for 'portable water quality testing devices' that can test the quality of water for important parameters.

Applications were opened for this challenged from 18th December till 18th January 2021.

11. COVID-19 INTERMINISTERIAL TASKFORCE AND INNOVATION CHALLENGE TO COMBAT COVID-19

As the world was looking at a serious healthcare challenge caused by the pandemic Covid-19, DPIIT with Startup India scouted for innovative technologies and solutions for precautionary as well as treatment-related interventions. A total of 776 applications were received across 10 problem statements. The Challenge was open to all the Startups, Companies, Innovators etc. whose innovation could plug the gap between the demand and supply of essential medical items to fight the Covid-19 outbreak.

Evaluation was carried out by an inter-ministerial task force including members from Atal Innovation Mission-NITI Aayog, Department of Science & Technology and Department of Biotechnology. An Inter-Ministerial Task Force set up under the leadership of PSA Dr Paul & Dr Vijay Raghavan, consisting of Startup India, NITI Aayog, Department of Science and Technology and Department of Biotechnology.

Problem Statements

a) **Personnel protective equipment** such as low -cost masks which can capture virus from the air and absorb respiratory droplets

b) **Testing equipment** such as Cost-effective thermal scanning devices and rapid diagnostic kits (paper-based and other point-of-care devices)

c) **Critical-care equipment** including portable oxygenators and hospital and home-based ventilators to monitor and control the spread of the new coronavirus

d) **Large area sanitization and sterilization** (including electrostatic spray and Ultra-Violet treatment for various available surfaces like glass, ceramic, wood, textile)

e) AI-based technology for **contactless entry**

f) **Movement tracking** using mobile apps to diagnose contagion and track people movements in quarantine areas/ lockdown regions

g) **Geofencing**

h) **Crowd management** such as drones armed with heat-sensing cameras

i) **Fake news detection**

j) **Logistics** such as delivering essential services to citizens during this time and fleet management

Evaluation Process

Evaluation was carried out by an inter-ministerial task force including members from NITI Aayog, DST and DBT.	Mapping the Demand & Supply to ensure Successful Deployment	Once a startup was shortlisted, both Supply & Demand perspectives were viewed to deploy solutions.

Outcome

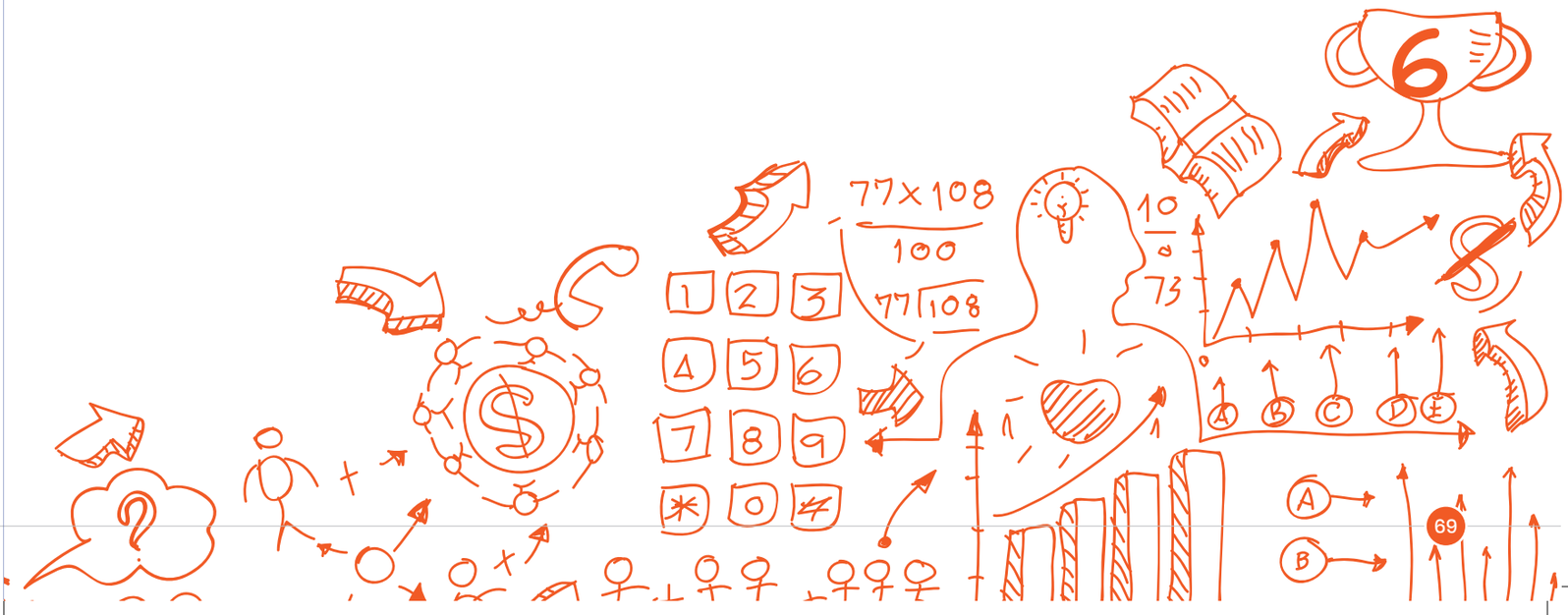
Out of the 776 applications, 76 solutions were selected as A+ to be provided support on immediate basis. For these startups, the support to be provided is mapped under different buckets- Funding, regulatory, manufacturing etc. Demo Days for these shortlisted startups were organized by AIM, NITI- 52 startups had presented in 9 demo days spread across a month. 380+ connections were made with investors / foundations / corporate sector, impact funds etc. based on the requests made by the participants who attended the Demo Days.

12. AAI STARTUP INITIATIVE - INNOVATE FOR AIRPORTS PROGRAM

Startup India presented an opportunity for the Airports Authority of India (AAI), to leverage the startup ecosystem in the country for driving innovation in its own functions which lead to more efficient airports and better passenger experience.

To facilitate the same, Airports Authority of India has initiated the 'AAI Startup Initiative - Innovate for Airports' program. The program provides startups an excellent opportunity to work with Airports Authority of India towards customizing and developing airport relevant innovations as well as pilot testing them at airports across the country. Besides, the selected startups will also be provided with funding - Idea 2 PoC grant up to Rs 2 Crore per startup - and mentorship by Airports Authority of India. After the successful launch in 2018, the grand challenge will be back in 2021.



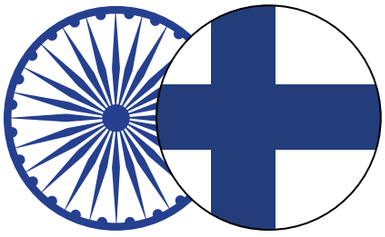


4.6 INTERNATIONAL COLLABORATIONS AND STARTUP PARTICIPATION

One of the key objectives under the Startup India program is to help connect the Indian startup ecosystem to global startup ecosystems through various engagement models. Startup India has launched bridges with over 10 countries that provide a soft-landing platform for startups from the partner nations and aid in promoting cross collaboration. The partnerships and collaborations with other startup ecosystems have also proven to be overarching propellants to India's startup enthusiasm by fostering partnerships, knowledge exchanges, and fund support mechanisms.



INDIA-FINLAND COLLABORATION



The flagship event of the Finnish startup environment, Slush, is the largest venturing event in Europe. The unique event is organised annually in Helsinki to facilitate innovator and investor meetings so as to build a world-wide startup community. The philosophy behind Slush is to help the next generation of great, world-conquering companies develop further.





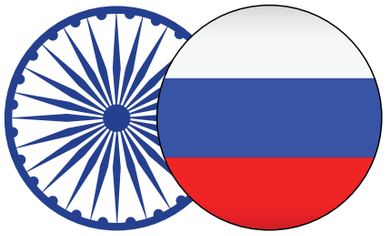
The Startup India team has participated in various annual events since 2018:

The Slush 2018 event had over 20,000 visitors and prominent speakers including Werner Vogels, CTO of Amazon; Justin Rosenstein, Co-founder and Head of Product at Asana and Julia Hartz, CEO of Eventbrite. It was stated that over 16,000 meetings took place in Slush 2018 event among the participants.

Startup India participated in the Slush Tech-Fest 2018 held in Helsinki Finland in December 2018. 26 DPIIT-recognised startups were provided a Startup Pass to attend the global festival and to showcase their innovation at the exhibition.

Slush 2019 attracted over 25,000 attendees, including 3,500 startups and 2,000 investors, to Helsinki. The stage program showcased 200 speakers, including the legendary venture capitalist Michael Moritz and Stripe Co-Founder John Collison. Startup India participated in the Slush Tech-Fest 2019 held in Helsinki, Finland in November 2019. 25 startups were provided a Startup Pass to attend the Global Festival and to showcase their innovation at the event (India Pavilion). Additionally, an exposure visit was organised for startups to the Alto Startup Center where they learned about the Finnish startup ecosystem, how to succeed at Slush and had a networking lunch with the German delegation.

INDO-RUSSIAN INNOVATION BRIDGE



The Indo-Russian Innovation Bridge aims to enable startups, investors, incubators, and aspiring entrepreneurs of both countries to connect and to provide them with resources to expand and become globalised players.



Two challenges have been hosted under the India-Russia collaboration:

Startup India- MTS Innovation Challenge: The objective of the MTS Innovation Challenge was to tap into a pool of technology-based Indian startups that had developed a product to solve major problems in sectors such as Fintech, HR Tech, Internet of Things, B2C Digital Products, and Soft/ SaaS for E-commerce

Launched in June 2019, applications were received and top four startups received travel grant of up to **Rs 2,16,400 for two months**' free acceleration at MTS, Moscow along with paid pilot opportunity with MTS Startup Hub.



Winners: MYOperator Services Private Limited; Shrofile Technologies Private Limited, Cool Crop Technologies Private Limited

Startup India- Kalyani EdTech Challenge: Launched in September 2019, the challenge invited tech-enabled innovative solutions from both Indian & Russian startups in the education sector. The winning startup will be awarded a cash prize of **USD 25,000 along with incubation support.**

Embassy of India, Moscow in collaboration with Startup India conducted a roundtable on 20th November 2020 on Startup Collaboration between India and Russia with the objective to explore the possible ways and programmes of establishing linkages between startup ecosystem providers of India and Russia.

INDO-DUTCH COLLABORATION



INDIA-NETHERLANDS COLLABORATION: The Prime Minister of Netherlands, Mr. Mark Rutte along with a delegation of CEOs visited India in May 2018. Hon'ble Minister for Foreign Trade & Development Cooperation, Netherlands, Ms. Sigrid Kaag along with Mayor of Bangalore, Mr. Sampath Raj launched the Indo-Dutch Startup Link portal. The Indo-Dutch #StartUpLink is developed for Indian and Dutch startups that are exploring each other's markets and offers access to key information, relevant networks, and navigators for the respective startup ecosystems.



Photo: Winners of GITR #NLIndia Startup Nexus

India-Netherlands Tech Summit:

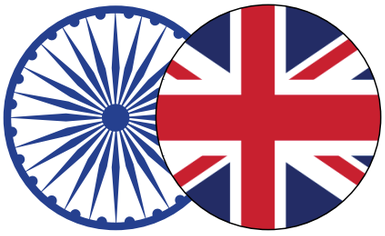
GITR #NLIndia Startup Nexus: India-Netherlands Tech Summit 2019 was held in New Delhi from 15-16 October 2019. The 25th edition of the iconic annual conference-cum-exposition was organised jointly by the Confederation of Indian Industry (CII) and the Department of Science & Technology (DST), Government of India. The summit focused on innovations related to water, agri/food and health. The pillar of 'young entrepreneurship' being a cross cutting theme of the summit, **get in the Ring #NLIndia Startup Nexus** organised in partnership with Get in The Ring, CII and the Netherlands, gave opportunity to Indian and Dutch startups to pitch their innovative solutions.

Indian as well as Dutch startups pitched in front of a jury at GITR NL India Startup Nexus They were divided into 3 categories (health, water/key enabling technologies and agriculture), and the jury comprised of sector experts. At the finale, winners were announced – winning a ticket to the GITR Global Event in 2020.

India-Netherlands Startup/scaleup Cyber-security mission:

A select few of the best startups/scale-ups from the Netherlands and India were presented with an opportunity to pitch their solutions in front of Indian and Dutch corporates. 3 National Startup Awards finalists in the cyber-security domain participated in the pitching session held on 28th October 2020.

UK – INDIA COLLABORATION



The UK - India Startup Launchpad was launched by DPIIT and DFID on 19th September 2019 at the TechXchange to foster deeper collaboration between two leading startup ecosystems – the UK and India. The Launchpad has been envisaged to bring together resources, connect participants, and encourage startups in both the countries to innovate and find solutions to some of the most pressing development challenges, and explore expansion opportunities, thus becoming a global force for driving mutual growth and prosperity

UK's commitment to Indian startups was announced in November 2016 through a joint statement between Prime Ministers of India and UK. DFID worked closely with DPIIT to design the program, referred to as UK – India Fast Track Startup Fund (FSF). A MoU was signed between the Government of the United Kingdom of Great Britain and Northern Ireland through The Department for International Development (DFID) and Department of External Affairs.

TechXchange is a program initiated & managed by High Commission of India in UK and FICCI UK. The program aims to focus on helping the selected delegation, consisting of 10 to 15 scale startups that are innovative in their respective field and have uses cases in the global market. The Inaugural Address at TechXchange, 2020 was given by Secretary, DPIIT. Startup India Team also interacted with the cohort selected for the program and explained the schemes and benefits applicable.

INDIA – SWEDEN COLLABORATION

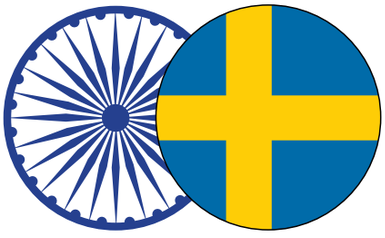




Photo: Indian delegates during Stockholm Tech Fest 2018

Stockholm Tech Fest 2018

DPIIT had called for applications from startups belonging to the AI, VR, ML and gaming sector. Finally, a delegation of the **top 10 startups was chosen** belonging to the above-mentioned categories to represent India at the Festival held in Stockholm from 1st to 4th September 2018. The startups got a chance to interact with key stakeholders from the Swedish Startup ecosystem. Also, the startups were showcased at the India Pavilion which was the largest area at the fest that year. DPIIT had sponsored the delegation by providing them with Rs 1 Lac Grant in Aid for covering their travel expenses.

India-Sweden Healthcare Innovation Challenge:

Startup India partnered with Business Sweden for India-Sweden Healthcare Innovation Centre in collaboration with AIIMS Delhi and AIIMS Jodhpur. The challenge was launched as part of the India-Sweden Healthcare MoU. The challenge was hosted on the Startup India portal and received over 400 applications.

The challenge has on boarded 10 Indian startups from the Startup India pool at the innovation centre and is providing them incentives such as free incubation space, 1k hours of mentorship, networking support and guidance on international markets.

India-Sweden Mentorship series

The Indo-Sweden Mentor Connect series was launched on the 17th November 2020 by Ms. Anita Shukla, Chargé d'Affaires, Embassy of India in Sweden, Shri. Anil Agrawal, Joint Secretary, DPIIT and Mr. Deepak Bagla, MD & CEO, Invest India. The goal of the closed-door mentorship series is to encourage cross border knowledge exchange and prepare entrepreneurs for expansion to the new market. Indian startups that are keen to explore Sweden as a market will be mentored by experts from Sweden. The first mentorship session was carried out on 2nd of December and attended by over 100 Indian Startups that are interested in Sweden as a market.

India-Sweden Innovation Day

The 7th India-Sweden Innovation Day was organised by India Unlimited in association with Startup India, Embassy of India in Sweden, Sweden-India Business Council (SIBC) and Confederation of Indian Industry (CII). The program focussed on curating discussions and pitching days to showcase innovations and synergies from both countries. The synergies of the resources and capabilities of Swedish and Indian governments, industries, and the universities to sustain impact tech innovation and help create economic value through India as a potential market. 6 Indian startups were identified by SIBC to showcase their solutions to stakeholders from India and Sweden.

"The tech fest in itself was great but what set aside this trip for LocoBuzz were the amazing opportunities and experiences as we were being represented by Startup India/Invest India. The access we got to some key people both in Sweden and in India to discuss at length opportunities, challenges, and solutions was truly the highlight! We are already in discussions with at least three different companies for possible partnerships and business opportunities. The Startup India team also organised meeting with Dr Raghavan. It was truly inspiring to meet such a humble and remarkable person."

- ***LocoBuzz***

"It was simply great to be on a platform like Startup India and participate in Stockholm Tech Fest. Direct interactions with Dr. Vijay Raghavan and Madam Shruti Singh. I could talk at length, discuss the issue with Chinese product in-flux into the CCTV and how start up like PiOctave can make a difference. It's an honour for PiOctave to be in company with Dr. Vijay Raghavan and Madam Shruti Singh."

- ***PiOctave***

"We connected with some great startups with whom we are now partnering. I learned valuable advice from the field visits and knowledge workshops."

- ***Pure Paani***

"It is important to understand mutual cultures to work in the right direction."

- ***Oceo Water***

"We've identified some of the best research, tech and business partners in Israel, all of who can benefit from strong actionable strategic partnership."

- ***Innnov4Sight Health & Biomedical Systems***

"Indirectly helped us reach various markets in Karnataka and Gujarat."

- ***Jagadeesh B Henjarappa***

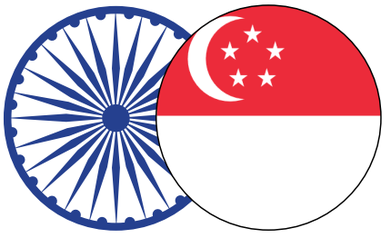
"Media visibility is one of the key features that this initiative has provided us with, there are various investors who contacted us for future funding rounds. The credibility from this platform also helped us to establish contacts with Government organisations like FCI."

- ***Amber Warehouse Solutions***

"We have founded an industrial design firm and a medical center whom we are currently communicating with to sign a preliminary agreement for product design and conducting clinical validation study respectively."

- ***Bioscan Research***

INDIA-SINGAPORE ENTREPRENEURSHIP BRIDGE

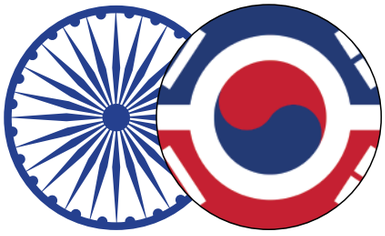


The India-Singapore Entrepreneurship Bridge (InSpreneur) was launched on 7th January 2018 at the ASEAN – India Pravasi Bharatiya Divas Conference by the then Hon'ble External Affairs Minister of India, Late Smt. Sushma Swaraj.

India-Singapore Entrepreneurship Bridge is a digital platform to enable startups, investors, and aspiring entrepreneurs of both countries to connect with one another with focus on:

- **Knowledge exchange**
- **Networking opportunities**
- **Capacity building**

INDIA-KOREA COLLABORATION



The Hon'ble Prime Ministers of India and Korea launched the India – Korea Startup Hub at Seoul on 21st February 2019. The Hub was conceptualised as part of a joint statement signed between the Korea Trade-Investment Promotion Agency (KOTRA) and Invest India on 9th July 2018 to enable collaboration between startups, investors, incubators, and aspiring entrepreneurs of both countries and provide the requisite resources for market entry and global expansion.

Two challenges namely, SBI Startup Challenge and Mahindra Rural Healthcare Challenge, have been conducted as a part of India- Korea collaboration India invited applications from Indian and Korean startups under the Fintech and Healthcare sectors.

STARTUP CHALLENGE



India invited applications from Indian and Korean startups under the Fintech and Healthcare sectors.

Credit Rating
56 Startups

Predictive Analytics
21 Startups

Fraud Detection
28 Startups

Cyber Security
25 Startups

Startups were selected as the winners with cash prizes worth **RS 43.5 LAC** along with pilot opportunities.

STARTUP CHALLENGE



India invited applications under the rural healthcare sectors – Primary care, Secondary/Tertiary care, Preventive care, Enablers, Integrated Business models.

Problem Statements

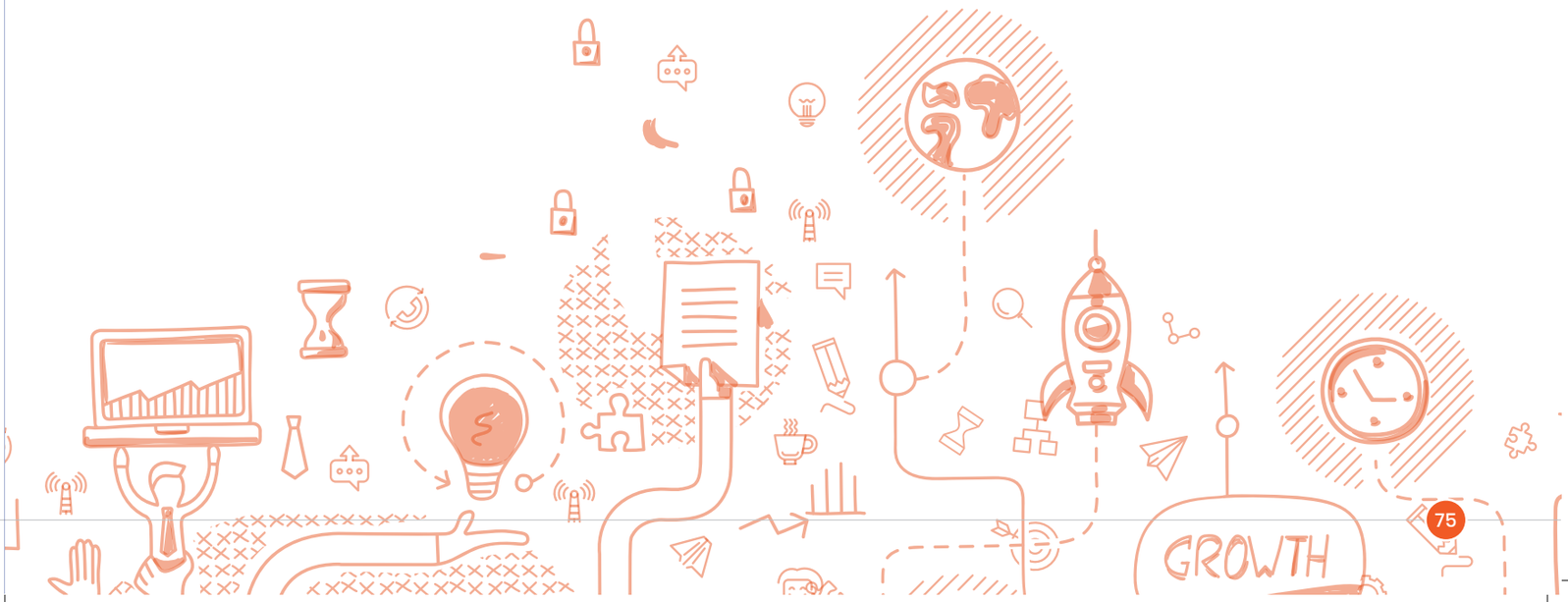
Preventive Care

Integrated Business Model

Primary Care

Secondary/Tertiary Care

Enablers



INDIA-ISRAEL COLLABORATION

The India-Israel Innovation Bridge was launched on 6th July 2017 by the Hon'ble Prime Ministers of India and Israel. This is a tech platform to facilitate bilateral cooperation between Indian and Israeli startups, tech hubs, corporations, and other key innovation ecosystem players. The Innovation Bridge is housed in the Startup India Portal, a one stop shop web platform for the startup ecosystem of India.



Photo: Indian winning startups with PMs from respective countries

India-Israel Innovation challenge: This Challenge was launched by the Hon'ble Prime Ministers of India and Israel (July 2017), calling on Israeli and Indian startups to combine forces to develop solutions for critical problems in the field of agriculture, water, and healthcare.

18 startups were selected from the challenge and were awarded, as per the following:

- 6 Indian winners were granted Rs 5 lac each and 6 months free of cost incubation at T-Hub (Healthcare) & iCreate (Agri-tech, Water-tech)
- 12 Indian winners were given a grant of **Rs 2 lac each**

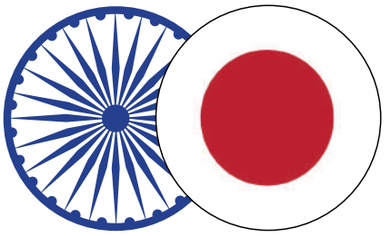


Photo: Meeting with Yossi Vardi, one of Israel's first high-tech entrepreneurs



Photo: Indian delegation's meet with Mr. Dov Moran, Inventor of USB

INDIA-JAPAN COLLABORATION



The Japan-India Startup Hub was launched on 29th October 2018 by the Hon'ble Prime Ministers. A MoU was signed between Ministry of Economy, Trade and Industry of Japan, and Ministry of Commerce and Industry, Government of India.



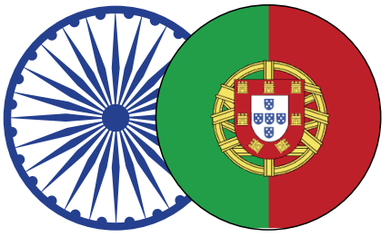
Tech4Future Grand Challenge: As part of the activities of the Japan India Startup Hub, Invest India and SoftBank Group launched "Tech4Future", a Grand Challenge to identify and support innovative startup enterprise in the fields of artificial intelligence, machine learning, face recognition, and cyber security for funding and potential incubation opportunity



One startup was awarded a
CASH GRANT OF OVER RS. 35 LACS

Startup India with the support of Embassy of India, Tokyo, organised a pitching session for 10 finalists of National Startup Awards in the clean energy, energy efficiency and waste Management sector with Japanese stakeholders. 56 confirmations were received from Japanese stakeholders and 11 connects were facilitated after the session.

INDIA-PORTUGAL COLLABORATION

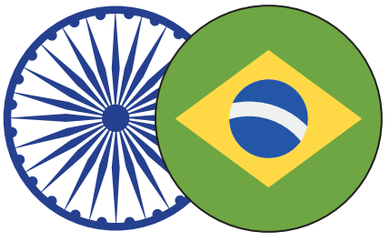


The India-Portugal Startup Hub was launched by Prime Minister Antonia Costa and his Indian counterpart, Prime Minister Narendra Modi, in June 2017. The platform was designed to strengthen and foster connections between the startup ecosystems of the two countries. Earlier in 2017, the Portuguese Government announced in India the 'Startup Visa' program during the India – Portugal Summit

The 'Startup Visa' program is a visa facilitation program for Indian entrepreneurs, aimed at those who want to launch their startups in Portugal. For many, Portugal is seen as a gateway to the larger EU market. The MoU between Startup Portugal and Invest India was renewed on 14th Feb 2020 to further collaboration between startup ecosystems of the two countries. Additionally, a startup exchange program between the two countries has been envisioned under this MoU.

A webinar on the topic "Exploring India and Portugal as Potential Markets for Startups" was jointly hosted by Startup India, Invest India, Embassy of India in Lisbon and Startup Portugal to shed light on the startup ecosystems in both countries through the experiences of successful entrepreneurs. The webinar focussed on the suggested theme of Exploring India and Portugal as Potential Startup Destinations. Four eminent panellists participated in the webinar and provided their invaluable insight into the Indian and Portuguese markets along with exploring the different areas of collaboration for the two countries.

INDIA- BRAZIL COLLABORATION



To foster deeper collaboration between India and Brazil, Invest India and Apex Brasil signed Memorandum of Understand (MoU) during the State visit of President Bolsonaro in January 2020.

Under this MoU, the India - Brazil Startup Bridge was launched as an initiative to enable collaboration between the startup ecosystems of the two countries. The Bridge will enable startups, investors, incubators, corporates, and aspiring entrepreneurs of both the countries to connect with one another and provide them with resources to expand and become globalized startups.

JOINT DECLARATION OF INTENT (JDI) WITH GERMANY



To boost collaboration between the German and Indian startup ecosystems, a joint declaration of Intent was undertaken between Hon'ble Prime Minister Narendra Modi and the German Chancellor Angela Merkel on 1st November 2019. The underlying scope of this association was to strengthen and further expand the fruitful economic and startup cooperation that exists between India and Germany. In this context, enhanced cooperation and exchange of experience for innovative application of technologies and new business models in the field of startups was specifically envisaged.

As per this JDI, India and Germany are expected to promote cooperation in the field of startups through collaboration with Government agencies and facilitate cooperation with the private sector, on the basis of equality, mutual respect, and benefit, in accordance with their respectively applicable laws and regulations. The scope of cooperation may include but not be limited to the following areas:

- Actively supporting and facilitating market access for startups,
- Facilitating exchanges and supporting networking between startup ecosystems themselves and between traditional business environment with the aim of developing innovative business projects
- Jointly support programmes and activities that foster collaboration in the theme of innovation and technology entrepreneurship between India and Germany with a focus on startups.
- Creating an 'India-German Startup Bridge' through the domain www.startupindia.gov.in that will act as a dedicated micro-site for listing all recent updates, hosting programs, reaching out to the startup communities of both sides and ensuring smooth execution of call for applications and other activities for startups between India and Germany

German Indian Startup Exchange Program (GINSEP) along with Startup India has been working towards giving Indian and German Startups a platform to create impact and extend support for internationalizing solutions.

Indo-German Startup Week was rolled out in view of hosting a pitching marathon for the shortlisted solutions received across defined sectors, besides other scheduled programs. Corporate collaborations for this initiative include SAP, Siemens, Bosch and Mercedes. A call for applications was hosted for the same on the Startup India portal, contributing to the 177 applications received. The Startup week took place between 07th December till 11th December which saw various levels of participation by the Startup India team.

Testimonial: Startup India's Handholding Support and Recognition to a Startup

I, Dr. Vanita Prasad, am the founder of REVY Environmental Solutions Pvt. Ltd. My research bent has always been in analysing challenges and looking for innovative solutions. However, due to lack of resources and funds, I kept my ideas on hold for a long time. Having learnt about Government of India schemes to support startups, I was motivated to embark on the journey of entrepreneurship.

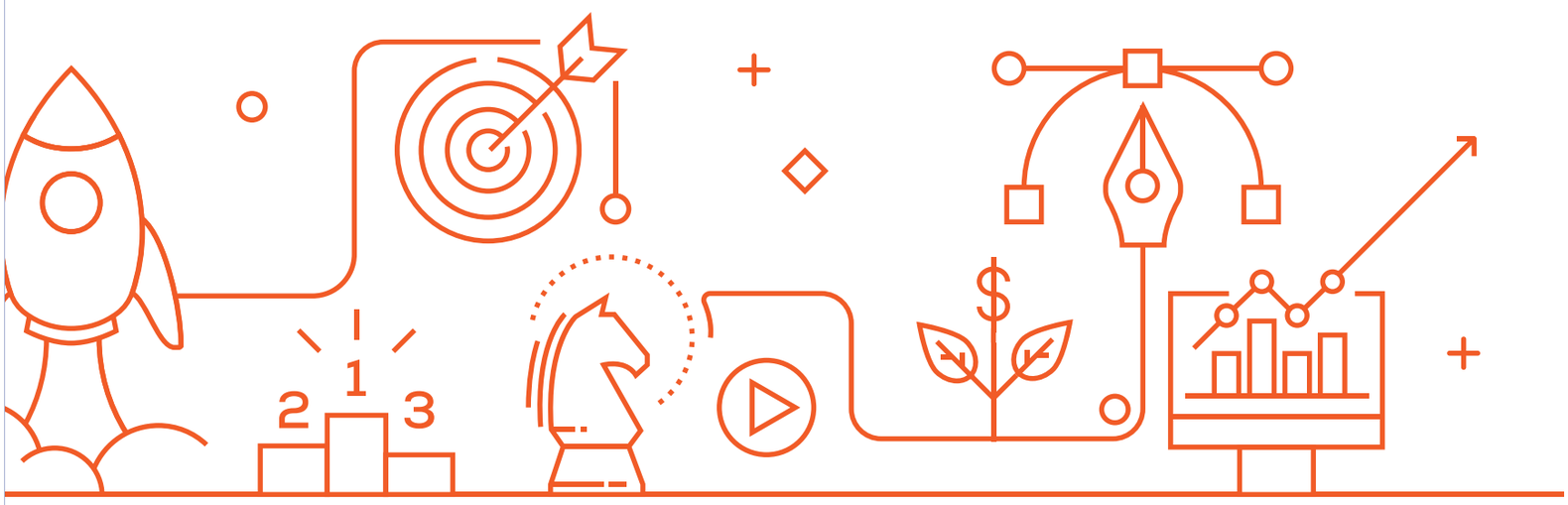
During this journey, we got handholding support and recognition by Startup India. We were recognized as winners in the Indo Israel Innovation Challenge in the category of 'Low energy and cost effective sustainable solutions for waste water treatment' organized by Startup India, this worked as a booster for our cause.. We also got a chance to collaborate with Israeli companies and are currently working with them. Further in this journey, to fulfil the mission of Swachh Bharat, we also focussed on the treatment of Biodegradable waste, sewage, and industrial effluents contaminating the fresh water resources of India. This helped us win the 'Swachh Bharat Grand Challenge' under the aegis of the Swachchta Pakhwada in Waste Management category organized by Startup India.

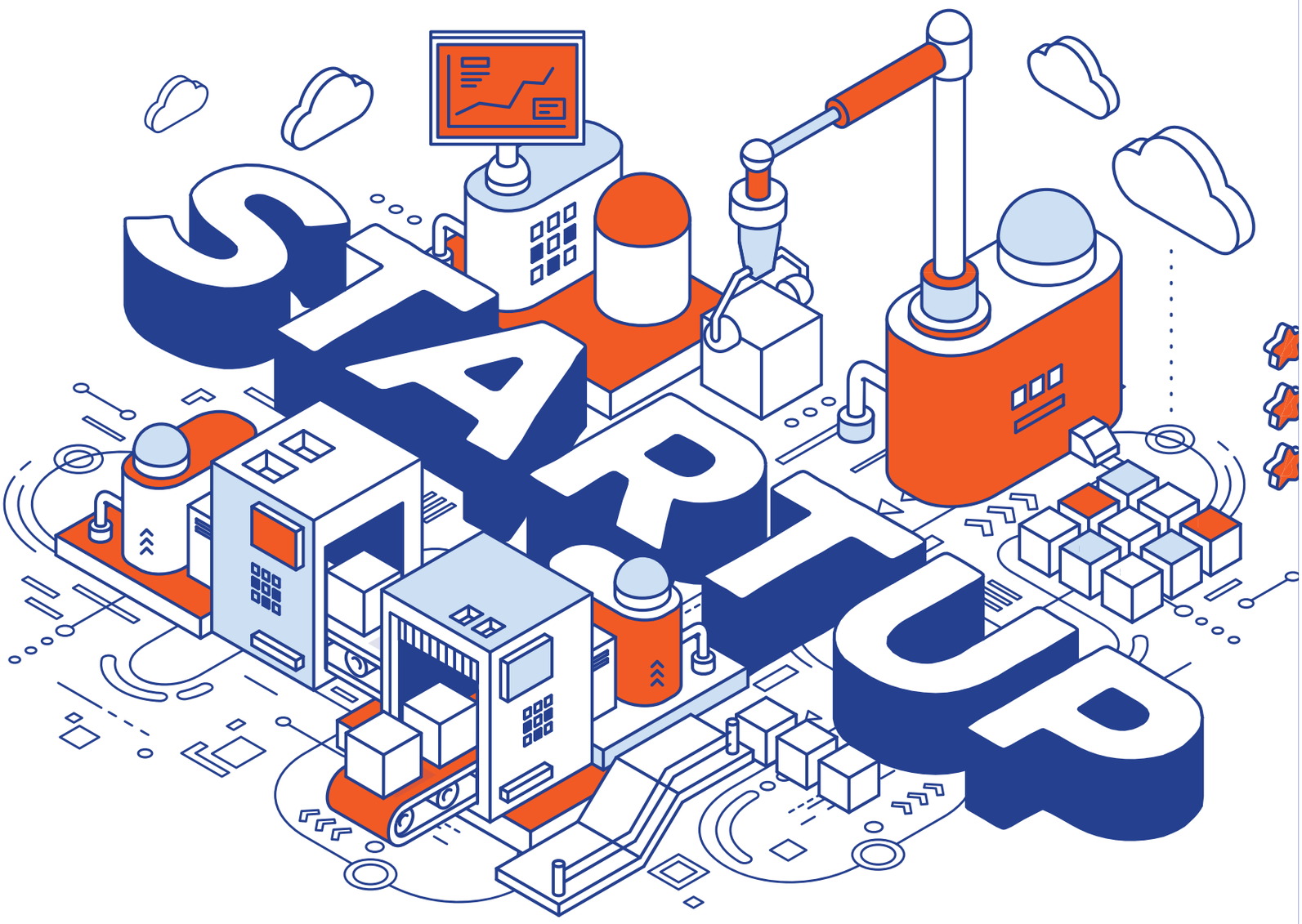
Further, with the support from a very cohesive and well - integrated startup ecosystem that has been built in India in line with the Government's mission to promote entrepreneurship and innovation in the country, Invest India's Integrate to Innovate (i2i) Program helped us get connected with Exxon mobile. This unique collaboration supported us in addressing the growing need of treating produced water as and helped in commercializing our offering, improving its competitive positioning, and generating larger revenue.

Also, having DPIIT recognition and now access to a host of tax benefits, easier compliance, fast-tracking of IPR have indeed helped us grow and expand at a faster rate. Presently, we are scaling up our operation and reach within Gujarat and have plans to ramp it up further as national solution provider. Our vision is to strive for innovation and provide economically feasible, eco-friendly and sustainable solutions to our customers.

Thank You Startup India for supporting, guiding, and motivating us in our entrepreneurial journey!!"

Dr. Vanita Prasad, Founder & Director, REVY Environmental Solutions Pvt. Ltd.




STARTUP

5. EMPOWERING THE STATES

5.1 STATES' RANKING FRAMEWORK

Since 2016, Department for Promotion of Industry and Internal Trade (DPIIT) has taken various steps to support and encourage States in developing their startup ecosystems to further institutionalise and strengthen India's culture of entrepreneurship. Under this endeavour, Startup India has aimed at creating a conducive environment for all startups, accelerating the revolution and inspiring entrepreneurs to support India in order to become a startup nation. Startup India, in nexus with DPIIT has worked relentlessly to build an ecosystem that promotes entrepreneurship at the startup level and has undertaken a number of initiatives to ensure that the startups get appropriate facilitation and support.

In the past four years, potential investors and policy leaders have acknowledged the strength of the Indian startup ecosystem which cumulatively comprises of over 28,000 startups. Thus, Startup India has propelled the ecosystem with key enablers for the growth of entrepreneurship wherein the number of startups have increased manifold.

The Startup India Initiative has laid immense emphasis on creating infrastructure for mentoring startups, to further create awareness and build an entrepreneurial environment in the country. Furthermore, government's efforts to increase access to seed capital to startups has resulted in spawning a number of successful startups. These steps by the government to recognise the importance of startups have been lauded with efforts to obtain good utilisation of the money reserved for startup activities.

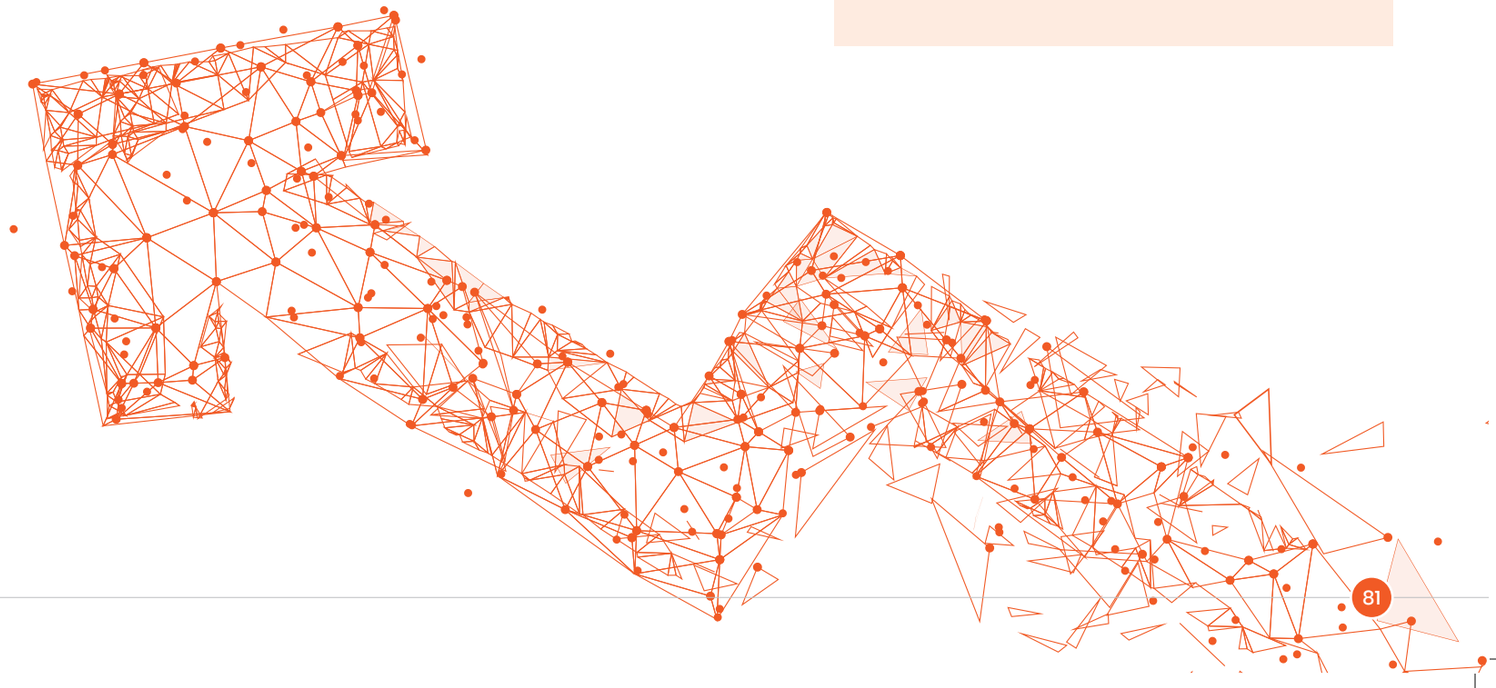
INTRODUCTION TO STATES' STARTUP RANKINGS: CONCEPTUALISATION, ITS IMPORTANCE AND OBJECTIVES

The States' Startup Rankings was conceptualised by DPIIT in April 2017, as an exercise to rank States and union territories (UTs) on the basis of policy measures being taken by them to promote their startup ecosystems. The core functioning of an enabling ecosystem in a State/UT is a function of the effective implementation of the framework and policies put in place. The States' Startup Ranking Framework primarily aims to assess states and UTs on key areas of interventions that are pertinent to a healthy startup ecosystem.

The ranking exercise is aligned with the objective of the Startup India initiative that seeks to have a 'Startup in each block and each zila in the country'.

The framework is of utmost importance in achieving the following objectives, to:

- Highlight the policy intervention by states for promoting Startup ecosystem
- Foster competitiveness among states to create best Startup ecosystem
- Facilitate States to identify, learn and replicate good practices



STATES' RANKING FRAMEWORK 2018

LAUNCH OF THE FRAMEWORK

The intent of the ranking exercise is consultative and collaborative to ensure key learnings are documented. DPIIT further held extensive consultations from October - November 2017 with state Government officials, and ecosystem players, including startups, incubators, venture fund managers, and mentors among others, for the formulation of the first Ranking Framework. DPIIT, along with Startup India team explored good practices of leading startup ecosystems across the world to identify pillars and themes to serve as the foundation for the ranking framework. The States' Startup Ranking Framework 2018 was launched on 6th February 2018. The launch of the Ranking Framework galvanized the states and UTs into action, thereby giving impetus to the startup movement across the country.

CHRONOLOGY OF EVENTS

A number of key events and initiatives have helped many states initiate effective measures to support startups. These include events and activities, such as Ranking Awareness workshops in all states, knowledge workshops in leading incubators, pairing of states for intensive mentoring, international exposure visits to US and Israel, and intensive engagement between the States with Startup India team, through video conferencing. Main events of the Ranking Exercise are given below:

The entire exercise was conducted to further the spirit of cooperative federalism and capacitate the states as per the following events

RANKING AWARENESS WORKSHOPS IN ALL STATES: Several capacity development workshops and meetings were organized to apprise States about the ranking portal functionalities and features. From February 2018 to March 2018, more than 30 such meetings were held. DPIIT appointed a team that ensured that the State government officials could understand the framework, submit responses with ease, and had a dedicated single point of contact (SPOC) to troubleshoot the problems of the state.

KNOWLEDGE WORKSHOPS IN LEADING INCUBATORS: DPIIT organized knowledge exchange workshops for dissemination of good practices and mutual learning among three States. The workshops were conducted in Telangana, Gujarat, and Andhra Pradesh. These workshops offered an opportunity for the participating states to interact with each other, exchange best practices, interact with leading startups, investors, and incubators.

INTERNATIONAL EXPOSURE VISITS TO US AND ISRAEL: To handhold and support States and UTs, selected representatives from States visited successful startup nations such as the United States of America (USA) and Israel to understand and learn key startup initiatives with intensive engagement between the States with Startup India team. .

VIDEO CONFERENCE WITH STATES: Video conferences helped in understanding the initiatives undertaken by States post the launch of ranking framework and to resolve any queries related to compliance with framework guidelines.

PAIRING OF STATES FOR INTENSIVE MENTORING: Realizing the need for handholding and mutual learning, DPIIT took an initiative to pair States and UTs to facilitate mentoring. The key objective of pairing was to promote cross-learning and provide impetus to upcoming States for building their startup community.

FEEDBACK AND EVALUATION PROCESS

For the purpose of evaluation, implementation of action points and feedback from startup ecosystem components had been given due weightage. As part of ranking methodology, for each action point where feedback is to be collected; minimum 30 beneficiaries were selected on random basis from the entire pool of beneficiaries. If the total pool comprised of less than 30 beneficiaries, all were selected. Feedback was sought from startups recognised under Startup India and other relevant ecosystem components registered under Startup India Hub. The feedback was collected by the call center under the Startup India Hub Team.

The approach towards the States' Startup Ranking Framework is based on the feedback collected from startup ecosystem stakeholders, which includes startups, mentors, investors, accelerators, incubators, and government bodies.

The pillars of the Ranking Framework covered parameters such as startup policy and implementation, incubation support, seed funding support, venture funding support, simplified regulations, easing public procurement and awareness and outreach.

DPIIT consulted all stakeholders of the startup ecosystem wherein the 'States' Startup Ranking Framework' was developed across **SEVEN AREAS OF INTERVENTION WITH A TOTAL OF 38 ACTION POINTS AND AN OVERALL SCORE OF 100 MARKS.**

The evaluation of States involved assessing supporting documents for each action point and collecting feedback from the Startup beneficiaries on 17 action points out of 38 action points to understand their point of view. The methodology ensured fair and objective assessment of States' efforts. A total of 27 states and 3 UTs participated in the exercise. An evaluation committee comprising independent experts from the startup ecosystem assessed the responses across various parameters. Many parameters involved getting feedback from beneficiaries.

A team of call centre professionals collected feedback survey responses from the 18 states in nine different languages including English, Hindi, Bengali, Kannada, Punjabi, Odiya, Tamil, Telugu and Malayalam; to connect with beneficiaries to get a real pulse at the implementation levels.

3,200 SUCCESSFUL CALLS WERE MADE FROM A TOTAL OF 42,000 CALLS.

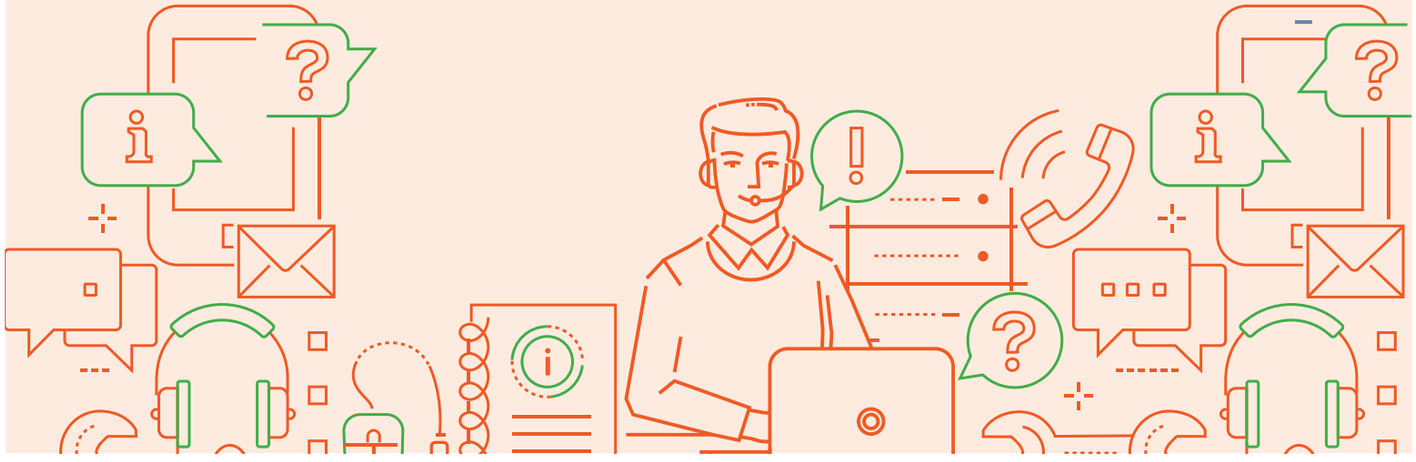
88% of the respondents using online system

for registering startups were highly satisfied with the systems

While 82.97% of the respondents using online system

to avail benefits were satisfied by the performance of such systems.

Thus, based on approved supporting documents and data from feedback exercise, all the participating States were grouped on the basis of merit. A percentile score assigned to each State indicates how well a State has performed in comparison to others.

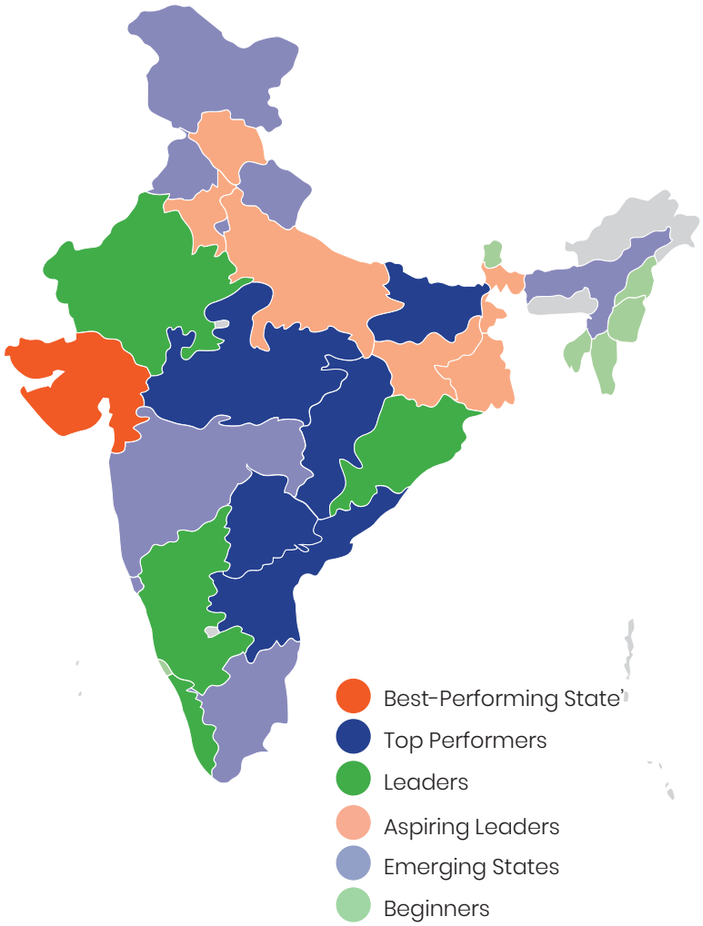


Six grading categories were formed defining the range of state's percentile rank. The grading categories are:

BEST PERFORMER: 100 PERCENTILE	TOP PERFORMERS: MORE THAN 85 TO LESS THAN 100 PERCENTILE	LEADERS: MORE THAN OR EQUAL TO 70 PERCENTILE TO LESS THAN OR EQUAL TO 85 PERCENTILE
ASPIRING LEADERS: MORE THAN 50 PERCENTILE TO LESS THAN 70 PERCENTILE	EMERGING STATES: MORE THAN 25 PERCENTILE TO LESS THAN OR EQUAL TO 50 PERCENTILE	BEGINNERS: LESS THAN OR EQUAL TO 25 PERCENTILE

RESULTS

Results of the Ranking Exercise were announced by DPIIT on 20 December 2018 at a special event organized at Pravasi Bharatiya Kendra, New Delhi.



Gujarat was rated the **'BEST-PERFORMING STATE'** for the year.

Karnataka, Kerala, Odisha, and Rajasthan were judged as **'TOP PERFORMERS'.**

Andhra Pradesh, Bihar, Chhattisgarh, Madhya Pradesh and Telangana were ranked as **'LEADERS'.**

States identified as **'ASPIRING LEADERS'** were Haryana, Himachal Pradesh, Jharkhand, Uttar Pradesh, and West Bengal.

Assam, Delhi, Goa, Jammu & Kashmir, Maharashtra, Punjab, Tamil Nadu, Uttarakhand were considered to be **'EMERGING STATES'.**

Chandigarh, Manipur, Mizoram, Nagaland, Puducherry, Sikkim, and Tripura were recognised as **'BEGINNERS'.**

**The older version of the map is being used as per the period of consideration*

STATES' RANKING FRAMEWORK 2019

The Startup Ranking Framework 2018 was a huge success for the startup ecosystem of India. To acknowledge the evolving needs of a dynamic ecosystem, learnings and feedback from previous years' ranking exercises have also been incorporated in the Ranking Framework 2019.

STAKEHOLDER DISCUSSION WORKSHOP

As a part of State Ranking Framework 2019, DPIIT discussed key learnings from the ranking exercise conducted in 2018 Consultation Workshop was organized in Bangalore with the States and UTs in order to understand the current state of their startup ecosystems, collect feedback on the draft framework and thus come up with a conducive framework for the 2019 Ranking Exercise.

LAUNCH OF THE FRAMEWORK

The second edition of the States' Ranking Framework on startup initiatives was launched on February 18, 2019. The framework aims to evaluate States/UTs in a balanced and transparent manner and has thus made documentary evidence of compliance on action points by the State/UT Government a pre- requisite for collection of feedback. Scoring has been being done on the basis of the feedback received. The consideration period (the period in which compliance on action points will be considered for the evaluation process) for the 2019 ranking exercise is made from 1st May to 30th September 2019. Under the framework, all 30 action points require submission of supporting document(s).

The second edition of States' Startup Rankings saw participation from 22 states and 3 union territories. The framework measures states and UTs on 30 Acton Points across 7 reform areas. The seven diverse reform areas of the ranking framework cover parameters such as Institutional Support, Simplifying Regulations, Ease in Public Procurement, Incubation Support, Seed Funding support, Venture Funding support, and Awareness and Outreach.



Photo: Startup India Team during CIM Workshop

CHRONOLOGY OF EVENTS

SENSITIZATION WORKSHOPS

A dedicated team from DPIIT visited States to meet with the designated officials of the State Startup policy team. The objective was to introduce the Startup India initiative, the States' Startup Ranking Framework, 30 action points, and assessment methodology.

REGIONAL KNOWLEDGE EXCHANGE WORKSHOPS

As a capacity development exercise for the states, DPIIT organised Knowledge Exchange Workshops for the dissemination of good practices and mutual learning among States and UTs. These workshops provided startups an opportunity to learn from peers across regions giving them a larger exposure of different cultures and their thinking.

FIRST REGIONAL KNOWLEDGE EXCHANGE PROGRAM: RAJASTHAN - JULY 2019





Photo: Regional Knowledge Exchange Workshop - Jaipur

The first knowledge sharing workshop was conducted on 29 & 30 July 2019 in Jaipur and saw participation from seven States & UTs viz. Punjab, Delhi, Uttar Pradesh, Madhya Pradesh, Haryana, Kerala, Jammu & Kashmir.

The workshop comprised of panel discussions on the Rajasthan startup ecosystem, future of innovation, innovation funding and procurement challenges, Agri- innovation, governance and smart solutions, and Command Center was organised for all the officials from State governments to discuss ideas on developing a vibrant and creative infrastructure for innovators.

Over the two days, the workshop offered the representatives from different States an opportunity to interact, brainstorm and exchange best practices for more effective formulation and implementation of policies within their jurisdiction.

16. iStart Rajasthan is the flagship program by the Department of Information Technology & Communication, Government of Rajasthan to foster innovation, create jobs and facilitate investment in the State. The State representatives were given a tour of the incubation space where they interacted with the current cohort of startups at iNest.

17 Bhamashah Techno Hub is spread across 1000 SFt and has seating for 700 startups. At Bhamashah, the State Officials got a chance to tour the digital museum and a tinkering lab for development of products, experience adaptive learning through Augmented Reality, Virtual Reality and 5D technologies, computational thinking, lending a major fillip to entrepreneurial ecosystem in Rajasthan.

SECOND REGIONAL KNOWLEDGE EXCHANGE PROGRAM: MAHARASHTRA - AUGUST 2019





Photo: Regional Knowledge Exchange Workshop - Mumbai

The second Regional Knowledge Exchange Workshop was conducted in Mumbai from 5 to 6 August 2019 and with a total participation from 10 States & UTs viz Andhra Pradesh, Gujarat, Karnataka, Mizoram, Tamil Nadu, Telangana, Uttarakhand, Rajasthan, Dadra & Nagar Haveli, Daman & Diu. Maharashtra State Innovation Society (MSInS) presented Maharashtra's Startup Pillars & Best Practices for the participating States, explaining the journey of building an innovative and entrepreneurial culture in the State.

Open discussions were organised around Startup Policy of States, implementation & the challenges involved. As part of the workshop, several Maharashtra-based Startups also showcased their ideas and products. Panel discussions included the role of government in the startup space from the viewpoint of VCs, Debt & Investors.

The State officials visited the Society for Innovation and Entrepreneurship (SINE), an umbrella organisation at IIT Bombay for fostering entrepreneurship and nurturing tech start-ups. Field visits to BETiC, Biomedical Engineering and Technology (Incubation) Center, IIT Bombay and Riidl - Research Innovation Incubation Design Labs were also conducted.

THIRD REGIONAL KNOWLEDGE EXCHANGE PROGRAM: KERALA - AUGUST 2019





Regional Knowledge Exchange Workshop - Kochi

The third workshop was conducted in Kochi from 20th-21st August 2019 and with participation from 12 states & UTs viz Maharashtra, Bihar, Arunachal Pradesh, Andaman & Nicobar Islands, Assam, Puducherry, Jharkhand, Madhya Pradesh, Nagaland, Odisha, Karnataka and Chhattisgarh.

Two panel discussions each day of the workshop were conducted with important ecosystem builders and Government organisations on subjects around funding support, procurement, incubation & growth acceleration. The State officials visited the Integrated Startup Complex, BioNest and InQ Co-Working Space.

Kerala Startup Mission, the state nodal agency for supporting startups has developed the Technology Innovation Zone (TIZ), a 13 acre startup campus where multiple sector incubators and accelerators come together with Industry participation. Startups under TIZ have more than 30 patent applications and is one of the best hardware incubators in the country named Maker Village that is supported by MeitY (Ministry of Electronics and Information Technology). The States interacted with the startups at the Innovation Zone and understood their respective journeys from ideation to the market stage. Participants also explored areas of collaboration to leverage mutual strengths and knowledge for effective policy initiatives. The workshops proved to be pivotal in creating added impact and value through mutual cooperation of central and State agencies.

INTERNATIONAL EXPOSURE VISITS

STATES' EXPOSURE VISIT: USA





Photo: Indian delegation at States Exposure Visit, USA.

The USA being the best and the most progressive Startup ecosystem of the world, offer's huge opportunities for learning the best practices to support entrepreneurship in the states. 10 States & UTs (Odisha, Assam, Bihar, Chandigarh, Jharkhand, Punjab, Uttarakhand, Jammu & Kashmir, Puducherry, Goa) were selected for the exposure visit. From each of the above states, bureaucrats from all states, also in charge of startups were nominated. The total delegation size was 20 state officials.

The visit was planned across two locations viz. San Francisco, California & Seattle, Washington wherein delegates had interactive sessions with prominent firms and startups such as CISCO, Google Cloud, Facebook, Silicon Valley Bank, Boeing, Microsoft and Amazon.

The visiting State officials appreciated the efforts of DPIIT and the Startup India team in organising the visit. The impact of the visit can be gauged by the fact that many of the states (individually) started follow-up discussions with stakeholders such as TiE Silicon Valley in building their local ecosystems.



"Thanks to DPIIT and Invest India team for organising excellent exposure and study visit. It was truly enriching and educating Visit and it will definitely help us to develop an enabling startup ecosystem in the States."

- Dr KK Dwivedi, Industries Commissioner, Industries & Commerce Department, Government of Assam

---

"I take this opportunity to thank DPIIT for organising the visit to US. Exposure to the best startup ecosystem in the world will go a long way in helping us frame policies in our States."

- Manisha Panwar, Principal Secretary, Industries Department, Government of Uttarakhand

SECOND STATES' EXPOSURE VISIT: GERMANY





Photo: Indian delegation during Demo Day

Germany has developed one of the leading startup ecosystems in the world, especially known for its technology and manufacturing prowess. The German government's support for their local startup ecosystem has proved impactful and provides great learning opportunities for understanding and replicating best practices to support entrepreneurship in Indian states.

Seven out of 10 nominated states by DPIIT were eligible for the Ecosystem Exposure Visit to Germany 2020 – Andaman & Nicobar, Haryana, Uttar Pradesh, Delhi, Madhya Pradesh, Himachal Pradesh, and Uttarakhand.

The visit was planned across three locations – Berlin, Dusseldorf, and Frankfurt conducted knowledge exchange and on-site tours. Some of the prominent public and private organisations covered under the visit were Berlin Senate, MotionLab, Bitcom, Volkswagen, Vodafone, Startplatz, Innoplexus, Deutsche Bank, etc..

FEEDBACK AND EVALUATION PROCESS

For the purpose of evaluation, all States and UTs had been divided into two categories – Category X and Category Y. Category X entailed States with a well-established startup ecosystem. Category Y included all UTs, except Delhi, and all states in North East India, except Assam.

The State/ UT Startup Ranking Exercise required states and UTs to share supporting documents under each action point, these documents serve as evidence for the progress under the concerned action points. Some of the documents include state policies, amendments, a list of startups, acknowledge letters, proof of fund release, and event reports.

Post the submission, process Startup India Team conducted an interim assessment to ensure that the documents submitted by the states adhered to the norms and guidelines of the framework. This is a crucial step as it ensures that all submitted documents are complete, accurate, and valid.

Dedicated Evaluation Committees (EC) were appointed to analyse these documentary evidences from the states. These committees comprised of independent experts from the startup ecosystem to assess each pillar of the ranking framework. The members were a mix of experts from the Government and private organisations.

A parallel exercise of feedback collection was conducted by an external agency appointed by DPIIT. Out of the total of 30 Action Points, 25 Action points were selected to collect feedback from the direct beneficiaries. The feedback collection mechanism was driven through an online system to ensure transparency in the feedback exercise.

States' responses were evaluated for both supporting documents and feedback components. Based on approved supporting documents and data from the feedback exercise, all the participating states were grouped based on merit.

The entire exercise took two rounds of assessment and 14 EC meetings to finally arrive at a conclusion.



Photo: Startup India Call Center

RESULTS

After the successful completion of a rigorous evaluation process, the results of States' Startup Ranking Exercise 2019 were announced in a video conference on 11th of September in the presence of preeminent dignitaries - Shri Piyush Goyal, Hon'ble Minister of Railways and Commerce and Industry, Shri Hardeep Singh Puri, Hon'ble Minister of State for Commerce and Industry and Minister of State (Independent Charge) for Civil Aviation, Housing and Urban Affairs and Shri Som Prakash, Hon'ble Minister of State for Commerce and Industry. The National Report, State Reports, and Compendium of Best Practices which provides insight on the enormous path breaking efforts made by the states and also give guidance to them, on the way forward were also launched by the honorable dignitaries at the event.

Gujarat was rated the 'Best Performer' in Category X. Karnataka and Kerala were judged as 'Top Performers' and four states, Maharashtra, Odisha, Rajasthan and Bihar, were ranked as 'Leaders'. Five States identified as 'Aspiring Leaders' were Telangana, Uttarakhand, Haryana, Jharkhand and Punjab. Emerging Startup Ecosystems consisted of Chhattisgarh, Himachal Pradesh, Andhra Pradesh, Tamil Nadu, Madhya Pradesh, Uttar Pradesh, Assam, and Delhi.

Under Category Y, Andaman and Nicobar was rated as the 'Best performer' followed by Chandigarh as the Leader. The state of Nagaland was rated 'Aspiring Leader' whereas Mizoram and Sikkim were identified as emerging startup ecosystem.

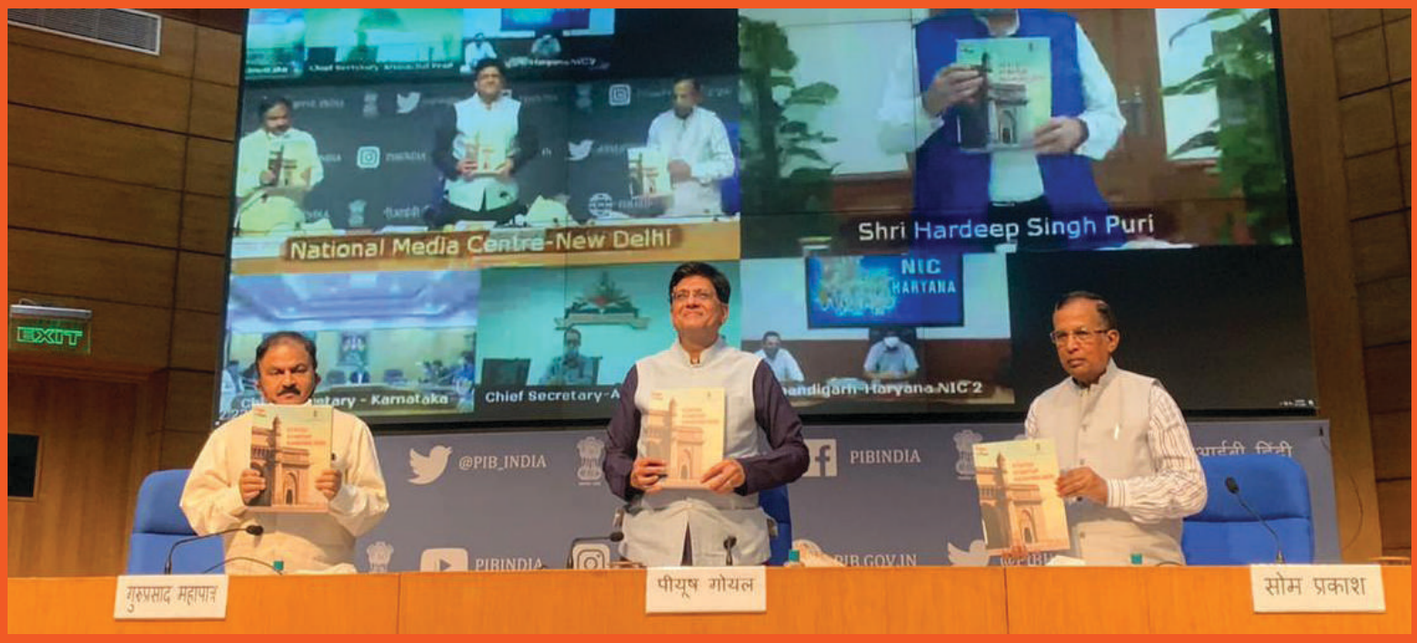


Photo: Felicitation Ceremony for States' Startup Ranking 2019

OVERVIEW OF PERFORMANCE OF STATES AND UNION TERRITORIES

CATEGORY-X

BEST PERFORMER	GUJARAT				
TOP PERFORMERS	KARNATAKA	KERALA			
LEADERS	BIHAR	MAHARASHTRA	ODISHA	RAJASTHAN	
ASPIRING LEADERS	HARYANA	JHARKHAND	PUNJAB	TELANGANA	UTTARAKHAND
EMERGING STARTUP ECOSYSTEMS	ANDHRA PRADESH	ASSAM	CHHATTISGARH	DELHI	
	HIMACHAL PRADESH	MADHYA PRADESH	TAMIL NADU	UTTAR PRADESH	

CATEGORY-Y

BEST PERFORMER	ANDAMAN AND NICOBAR ISLANDS	
LEADERS	CHANDIGARH	
ASPIRING LEADERS	NAGALAND	
EMERGING STARTUP ECOSYSTEMS	MIZORAM	SIKKIM

IMPACT OF STATES' RANKING FRAMEWORK 2019

18 states and 2 UTs have supported the participation of startups in more than **130 national and international events conducted across the world**

18 States and 2 UTs have operational incubators that offer seats to startups at subsided rates or free of cost



15 States awarded at least one work order to startups to encourage them to participate in public procurement activities. The states collectively offered an amount of **Rs 21.7 crore** of work orders



6 States and 1 UT have given a **100% relaxation** to startups in public procurement tenders for the criteria related to prior experience. Furthermore, only **5 states and 1 union territory provide 100% relaxations** for the criteria related to prior turnover.



18 States have provided seed funding to more than **1,300 startups.** In the top performing state, **30%** of all the beneficiaries i.e more than **400 beneficiaries** have availed this support.



STATES AT THE FOREFRONT OF PROMOTING POLICIES IN DISRUPTIVE SECTORS



Global economies are driven by advances in disruptive technology areas such as Artificial Intelligence (AI), the Internet of Things (IoT), Nanotechnology, and Genomics. These advances affect every aspect of society which includes industrial strategies and competitiveness; labor market and the way the government functions. Furthermore, innovation is the key to every economy to grow and takes place in every layer of society. As per the Global Innovation Index 2016, India has improved its global ranking by 15 places. Honourable Prime Minister of India has declared 2010-20 as the decade of innovation to unleash the creative potential of every Indian.



As observed, policies can drive innovation in established industries and deepen the advantages of incumbent technologies and companies. As a result, it has become imperative to pursue changes in policy in conjunction with changes in technologies and business models. This ideology has led to many states in India taking initiatives to facilitate the growth of startups working in disruptive technology areas.



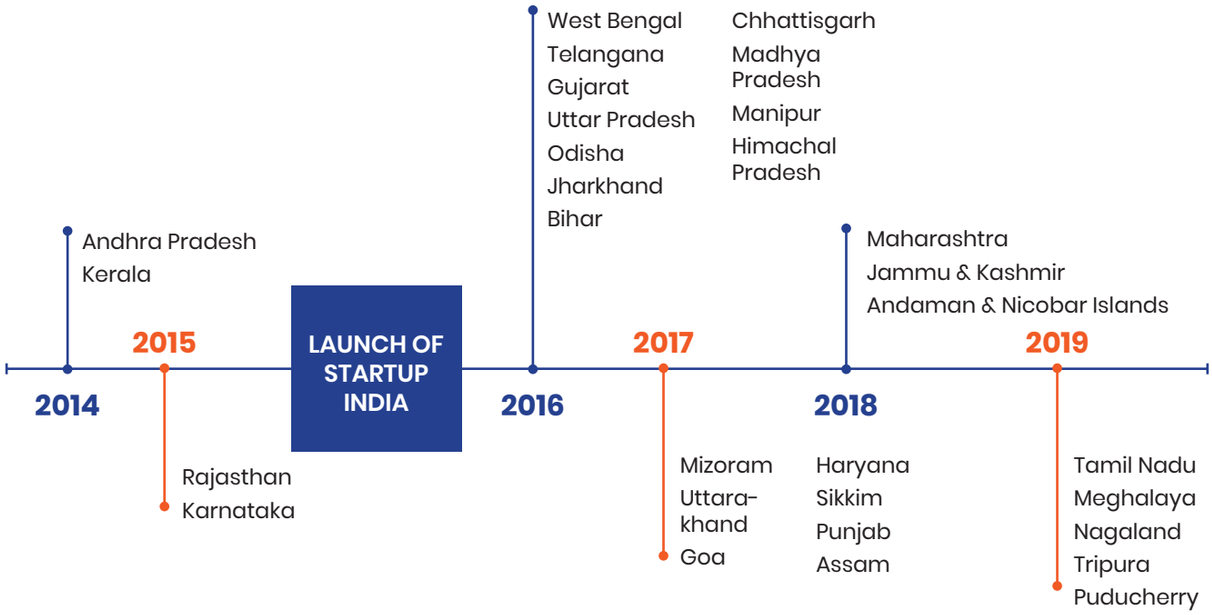
In order to facilitate this, some states have worked on sector-specific policies or have specified additional incentives for technology-drives startups. Such foundations play an important role in giving startups in disruptive sectors a direction and an additional push to quickly scale-up and create an impact.

STATES' STARTUP RANKING 2020

The third edition of the States' Startup Ranking Framework launched in December 2020. The Framework contains 7 broad reform areas - Institutional Support, Fostering Innovation and Entrepreneurship, Access to Market, Incubation Support, Funding Support, Mentorship Support and Capacity Building of Enablers - with 26 Action Points focused on specific outcomes. As we begin creating supportive ecosystems, novel dimensions have emerged, which have been incorporated into the framework.

The third edition of Framework is a much more evolved instrument. We have made significant improvements in categorization of States, scoring methodology and process of collection and evaluation of feedback with the objective of making the entire process more objective, just and fair.

CHRONOLOGY OF STATES' STARTUP POLICIES



5.2 STATES' STARTUP POLICIES

KEY HIGHLIGHTS AND HANDHOLDING DONE BY STARTUP INDIA HUB TEAM, INVEST INDIA

KERALA

2014

HIGHLIGHTS

The policy balances both fiscal and non-fiscal incentives such as establishing at least 10 incubators or accelerators, developing one million sq. ft. of incubation space, venture capital funding of minimum Rs 2000 crore, etc.

STARTUP INDIA'S SUPPORT

- Facilitated cross-subject learnings among the States. Kerala shared its practises in procurement
- Conducted Regional Knowledge Workshop for sharing best practises of the ecosystem among the States.
- Conducted workshops for women entrepreneurs under DPIIT's WING program
- Support in terms of outreach for their startup focussed events

GUJARAT

2015

HIGHLIGHTS

Gujarat was among the first few States to have announced a Startup and Innovation Policy in 2015

STARTUP INDIA'S SUPPORT

- Vibrant Gujarat Startup Summit 2019 was conducted to sensitize ecosystem enablers
- Advisory on incorporating best practises within startup ecosystem
- Conducted Startup India meetup in Ahmedabad

2016

TELANGANA

HIGHLIGHTS

The State of Telangana is known for T-Hub, a unique public private partnership between Government of Telangana, three academic institutions (IIIT Hyderabad, ISB and NALSAR) and key private sector leaders. It is the largest and the fastest growing technology Incubator in India

STARTUP INDIA'S SUPPORT

- Collaboration during World Design Assembly (59th Edition)
- Support in terms of outreach for their startup focussed events

JHARKHAND

HIGHLIGHTS

The policy provides financial support of Rs 10 lac to startups for development of prototype at seed stage

STARTUP INDIA'S SUPPORT

- Advisory on incorporating best practises within startup ecosystem
- Conducted mentorship workshop for startups in the region

UTTAR PRADESH

HIGHLIGHTS

The State has supported five Incubators in the following locations: IIM Lucknow, IIT BHU, iB Hubs, Kamla Nehru Institute of Technology Sultanpur, and IT Upvan

STARTUP INDIA'S SUPPORT

- Advisory on incorporating best practises within startup ecosystem

ODISHA

HIGHLIGHTS

The State provides a one-time grant of 50% of capital cost up to max. Rs 1 crore and performance grant of Rs 5 lac for each successful startup created or supported

STARTUP INDIA'S SUPPORT

- Assistance in formulation of State's startup policy
- Assistance in conceptualising district level infrastructure support for startups and structuring the proposed Odisha startup funds

MADHYA PRADESH

HIGHLIGHTS

The State has leveraged a network of over 100 researchers, professors, and other academicians, to be a part of the State mentor network

STARTUP INDIA'S SUPPORT

- Assistance in sharing the seed fund models available across various Governments.
- Conducted a startup investor facilitation session in the State
- Advisory on incorporating best practises of various pillars of a State startup ecosystem

PUNJAB

HIGHLIGHTS

Punjab has formed strategic alliances with diverse organisations to foster innovation and startup growth such as STPI (Mohali), State Department of Industries & Commerce, ISB, and Punjab Technical University for setting up Startup Punjab Hub.

STARTUP INDIA'S SUPPORT

- Advisory on incorporating best practises within startup ecosystem and structuring of a startup cell in Punjab
- Outreach support to State for startup focused events

HARYANA

HIGHLIGHTS

State provides 50% rental subsidy to women entrepreneurs at State supported Incubators

STARTUP INDIA'S SUPPORT

- Corporate services connect for startups within Haryana

BIHAR

HIGHLIGHTS

As part of its policy, It provides reimbursement for incubating a startup, up to Rs 2 lac per incubate to Government recognised private and State supported incubators.

STARTUP INDIA'S SUPPORT

- Advisory on incorporating best practises within startup ecosystem

ASSAM

HIGHLIGHTS

Assam's startup policy envisions to facilitate at-least 1000 new startups across all sectors over the next five years and attract funding opportunities of USD 250 million for State based startups and incubators.

STARTUP INDIA'S SUPPORT

- Assistance in formulating their startup Policy & operating guidelines
- Drafted the RFP for Assam Incubation Hub (A-Hub)
- Conducted Startup India meetup in Guwahati

2017

JAMMU & KASHMIR

HIGHLIGHTS

More than 2000 State Startups have benefited from Seed Capital Fund Scheme

STARTUP INDIA'S SUPPORT

- Assistance in formulation of State's startup policy & operating guidelines
- Assistance in policy implementation
- Conducted Startup focussed sensitisation workshop and virtual mentorship session for startups

MAHARASHTRA

HIGHLIGHTS

The policy envisions to transform Maharashtra by catalysing the growth of an innovation driven entrepreneurial ecosystem to achieve wholesome and inclusive socio-economic development.

STARTUP INDIA'S SUPPORT

- Advisory on incorporating best practises within startup ecosystem
- Provided assistance in aligning State's startup recognition system to Startup India's.
- Conducted Regional Knowledge Workshop for sharing best practises of the ecosystem among the states.
- Support in outreach events for State's startups

UTTARAKHAND

HIGHLIGHTS

The policy aims to facilitate and nurture the growth of at least 500 new startups in Uttarakhand

STARTUP INDIA'S SUPPORT

- Assisted in formulating their startup policy

ANDAMAN & NICOBAR ISLANDS

HIGHLIGHTS

The UT aims to provide a startup growth grant of upto Rs three lac to startups

STARTUP INDIA'S SUPPORT

- Drafted their startup policy & operating guidelines
- Assisted the UT in implementing their policy and launching their startup website
- Conducted ideation workshop for startups in the UT

TAMIL NADU

HIGHLIGHTS

The State targets to create one lac high skilled job creation, direct and indirect, in the startup ecosystem by 2023.

STARTUP INDIA'S SUPPORT

- Assisted the State in structuring their proposed startup funds
- Advisory on incorporating best practises within startup ecosystem
- Support in terms of outreach for their startup focussed events

2018

NAGALAND

HIGHLIGHTS

The policy aims to facilitate growth of at least 500 startups in the next five years with a focus on "Made in Nagaland" products and services

STARTUP INDIA'S SUPPORT

- Operationalization of the startup policy through partnerships & knowledge support
- Conducted online best practises workshop for State's Incubators

PUDUCHERRY

HIGHLIGHTS

Financial grant upto Rs 3 lac shall be provided to the projects recommended by the incubators established by the Government/ Private Sector/ Academic Institutions as a startup grant.

STARTUP INDIA'S SUPPORT

- Assistance in drafting their startup policy & operating guidelines
- Conducted Ideation workshop for startups & Startup India meetup for incubators

2019

MEGHALAYA

HIGHLIGHTS

The Policy aims to establish an Innovation Fund to foster research in Information & Communication Technology, Energy, Tourism etc. in the State institutions. The fund will be utilised to facilitate technology transfer and commercialisation in institutions.

STARTUP INDIA'S SUPPORT

- Assisted in drafting the operating guidelines

Handholding the UTs: Government of Andaman & Nicobar Islands' initiative for supporting startups

Andaman and Nicobar Islands are widely known for beautiful beaches, ethnocentric tribes, and tropical forests. However, less known are the endeavours of the union territory in hosting a startup policy. On **DECEMBER 30, 2018,** Hon'ble Prime Minister Shri Narendra Modi launched the Innovation and Startup policy for Andaman & Nicobar (A&N) Islands, making it the first union territory to have a dedicated policy for startups.



Startup India team helped Andaman & Nicobarin drafting the startup policy and the operating guidelines to implement the policy and creating a website for the startup ecosystem. Such efforts have led to an increase in the spirit of entrepreneurship and the number of startups in the union territory.

The Andaman & Nicobar Administration, along with Startup India team organised a one-day startup workshop at Port Blair on July 5, 2019. The workshop was attended by more than **150 STARTUPS**, students and entrepreneurs. Secretary Industries, Andaman & Nicobar Islands, Shri Indu Shekhar Mishra, launched the startup website for the startups of the Union Territory as a step to operationalize their startup policy. This website enables local startups to apply and gain the benefits offered under the scheme. Startup India conducted a session in the workshop to sensitize the audience about the benefits offered by the Central Government.



Photo: Hon'ble Prime Minister Shri Narendra Modi launching the Innovation and Startup policy for Andaman & Nicobar Islands

Capacity Building and Mentorship Workshop- Jammu & Kashmir, September 2019



Startup India team conducted a one-day capacity building and mentorship workshop in Jammu on 6th September 2019, aiming to disseminate information about Startup India and the State's startup policy and sensitize Chartered Accountants and Company Secretaries about compliances and regulations relevant to startups. More than 230 startups, students, entrepreneurs, and professionals from all parts of Jammu, Kashmir, and Ladakh attended the event that highlighted themes around creating a vibrant ecosystem for startups, procuring for innovation, and providing Infrastructure support.

Startup India team also organised a panel discussion between various ecosystem players on the Jammu and Kashmir startup policy and ecosystem.



Since its launch
STARTUP INDIA YATRA
has covered
236 DISTRICTS
across 23 states

1.05
crore
Cash Prizes distributed

78,346
individual outreach

Sensitising regional **STARTUP** ecosystems

143
Bootcamps conducted

300
Van stops

465
Institutes covered

1,434
Incubation offers



Photo: Startup India Yatra Van

6. STARTUP INDIA YATRA

As part of awareness and outreach efforts of Startup India, the Yatra initiative was launched in 2017 to scout for potential startup ideas, spread awareness on the growing Indian startup ecosystem, and the related incentives. The "Startup India Yatra" initiative was also launched with an aim to identify grassroot level entrepreneurs in tier 2 & 3 cities of India.

This initiative provided aspiring entrepreneurs a mechanism to develop upon their ideas through incubation at selective facilities. It was conducted through a collaboration between DPIIT and State departments. The mission was to create awareness about the Indian Startup ecosystem & provide mentorship to budding entrepreneurs, provide Incubation offers to the best talent within Tier 2/3 districts of the States, and provide other incentives from the resource partners of Startup India such as legal consultation, advisory services, mentorship, cash prizes, etc.

The Yatra initiative also conducted knowledge and activity based sessions wherein startup enthusiasts were imparted deeper understanding of the culture of entrepreneurship , emerging technologies, and processes involved in stagewise development of a startup.



As a part of this initiative the 'Startup India Mobile Van' was launched that travelled throughout participating States to record ideas during the workshops.. The ideas selected were further evaluated and rewarded to mentor the Next Gen Entrepreneurs of India.

The ideas shortlisted from these bootcamps were further eligible to attend a two-day acceleration program to develop their potential from validation of products/ offerings to developing lucrative marketing pitches.

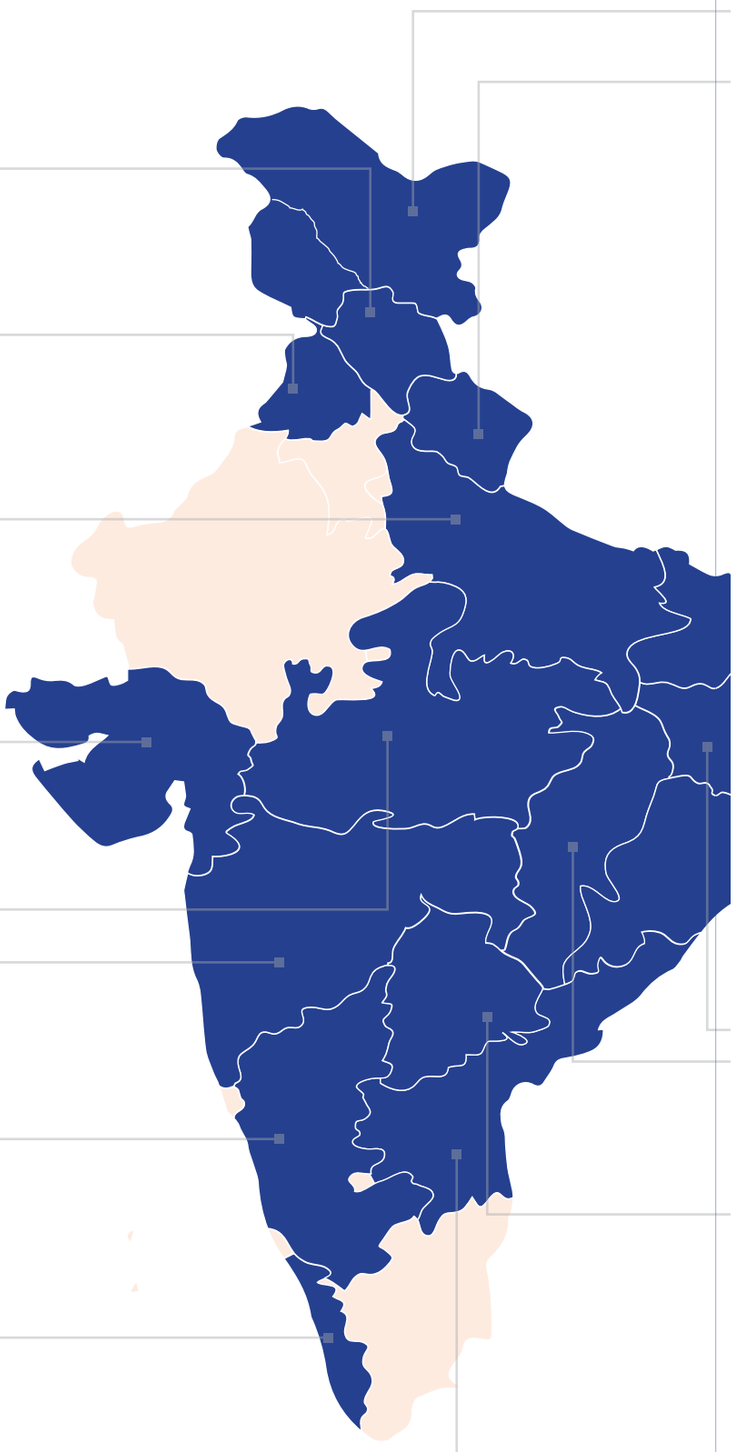


The initiative identified numerous innovative ideas from entrepreneurs chiefly in the following sectors:

- TECHNOLOGY
- SOCIAL SECTOR
- AGRICULTURE
- SUSTAINABILITY

20. https://www.startupindia.gov.in/content/sih/en/EventsCompetitions/startup_india_yatra.html

The Yatra Van covered **OVER 236 DISTRICTS IN 23 STATES** wherein **OVER 300 VAN STOPS AND 143 BOOTCAMPS** were noted in coordination with various State Government & educational institutes offering participation in the events. The events were received enthusiastically by **OVER 78,000 ASPIRING ENTREPRENEURS, AND 1,434 INCUBATION OFFERS** were provided to budding ideas, and cash grants disbursed **WORTH RS. 105.73 LAC.**



HIMACHAL PRADESH	10	15	67	8	15
PUNJAB	16	27	60	8	19
UTTAR PRADESH	7	10	44		
GUJARAT	7	7	22		
MADHYA PRADESH	12	30	110	8	13
MAHARASHTRA	16	35	100	14	27
KARNATAKA	16	20	70	8	13
KERALA	8	22	82	8	14
ANDHRA PRADESH	12	20	99	12	26

**The older version of the map is being used as per the period of consideration is July'17 to March'19*

Total no. of Districts covered *Total no. of Institutes Covered* *Total no. of Incubation Offers* *Boot camps* *Van Stops*

JAMMU AND KASHMIR				
8	23	142	10	20

UTTARAKHAND		
10	20	0

BIHAR				
20	20	39	7	13

ARUNACHAL PRADESH				
6	8	10	2	6

ASSAM				
16	25	37	10	15

NAGALAND				
2	13	50	2	11

MANIPUR				
3	7	32	3	7

MIZORAM				
5	5	22	2	5

TRIPURA				
8	17	25	2	15

MEGHALAYA				
4	11	13	3	7

ODISHA		
12	40	76

JHARKHAND				
12	30	50	8	24

CHHATTISGARH				
16	30	84	16	26

TELANGANA				
10	30	200	12	24

Total no. of Districts covered
236

Total no. of Institutes Covered
465

Total no. of Incubation Offers
1,434

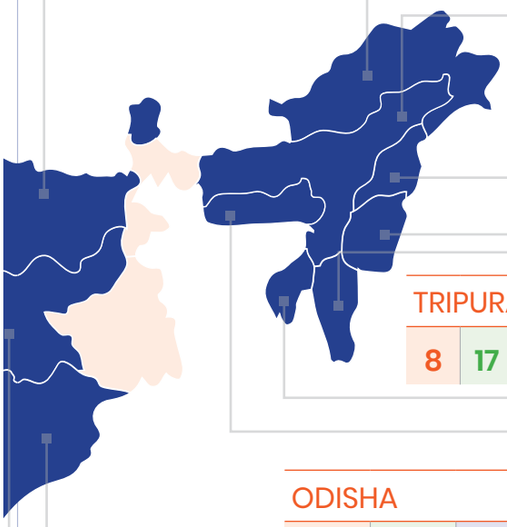
Boot camps
143

Van Stops
300

Total Registrations:
37,688

Social Impact:
86,716

Cash Prize (Lac):
105.73



Total no. of Districts covered *Total no. of Institutes Covered* *Total no. of Incubation Offers* *Boot camps* *Van Stops*

STARTUP INDIA YATRA: GUJARAT



As a pilot, Startup India Yatra was conducted in Gujarat. The programme, carrying the vision of Startup India Yatra has envisaged selection of 50 best ideas/startups for the grand finale in Ahmedabad. The shortlisted entrepreneurs pitched at IIM-A and 20+ ideas were provided incubation offers based on the business validation criteria. A one- day acceleration programme and webinar was organised for the shortlisted entrepreneurs before the grand finale to prepare them on marketing techniques

22 INCUBATION OFFERS from MICA, IGNITE and LEAF incubators were offered in **4 BOOT CAMPS** conducted across the state. Selected startups were provided platform to pitch to a wider audience at IIM Ahmedabad with Startup India Certificates been offered to all finalists

Within a span of one month from July-August 2017, 5 events comprising of **4 BOOTCAMPS WERE ORGANISED IN 5 UNIVERSITIES** viz. IIM Ahmedabad, Birla Vishwakarma Mahavidyalaya Engineering College (Anand), Sardar Vallabhbhai Patel Institute of Technology (Vasad), Ganpat University (Mehsena) and Narnarayan Shastri Institute of Technology (Jetalpur)

The bootcamps noted **OVER 1,500 ATTENDEES OFFERING 150+ DIVERSE PITCHES WHEREIN 60 IDEAS** were shortlisted for further evaluation by Startup India team.



Photo: Highlights from the Yatra workshops conducted

"We had a fantastic experience working with Startup India team especially with the core members of the team during the Himachal Leg of Startup India Yatra. They made the process seamless; everything was delivered more than our expectations. Facing hardships at a place like Himachal was never mentioned by the team members. Almost every individual in the team motivated innovators to show new ideas & technologies to develop a healthy innovation environment. A special thanks to Government of India for providing this kind of a platform to execute it at the grass root level to grow the innocent people of the State who are unaware of concept of Innovation / Startups."

- Ms. Deepika Khatri, Govt of HP

"First, let me express my gratitude to the Startup India team and DPIIT for organizing a month-long Startup India Jammu & Kashmir Yatra in the State. Though, we had to do some last-minute changes, it was at the end managed well by the execution partners of the Yatra. We started off on 27th September from the Jammu Campus of our Institute (JKEDI) and finally the Yatra culminated at Srinagar Campus of the Institute. The two-day accelerator programme which was done with the 79 selected ideas was one of the main highlights of the programme. Worth mentioning, the programme started shortly after the Start-up policy was issued by the State Government on 13th September 2018 and was successful in giving the required push to the policy at very early stages of its implementation"

- Mr Irtif M Lone, Incubation and Business Modelling, J&K Entrepreneurship Development Institute

---

"Startup India Yatra is a great initiative by the Government of India in reaching out to the core of the country, where there was no exposure for ground level innovators to get access to the world of business. We are really thankful to the Minister of Commerce and Industry, Mr. Suresh Prabhu and "Startup India Yatra", which allowed us to participate in the event at Sambalpur, Odisha. This gave us all the support and strength to convert our idea and concept to build a business around it - with its series of mentoring sessions by Startup India team and connecting us with the right set of networking base. Out of three verticals, which we thought of initially, today we have solutions developed for two verticals which are being deployed at customer sites and going through BETA. The third vertical is under development and we are confident that being connected with Startup India we are going to be successful here as well.

Our Mission is to be known as the most stable and reliable solution provider for any kind of digital transformation using IOT enablement solution that leverages MarvellMist "Unified HUB at the edge" & "Application and Data Platform from hosted cloud" along with MarvellMist certified smart devices & sensors. And we are really thankful to "Startup India Yatra", to make our dream successful in this journey with all its support.."

- Guru, Carin, Pradeep, and Manas from MarvellMist

"On behalf of Government of Assam and Assam Startup team, we express our gratefulness for the Yatra organised by Startup India Team. Timing of the Yatra was very appropriate as the Yatra was flagged off by Hon'ble CM of Assam on the day of inauguration of the Assam Startup hub- the Nest. It was widely publicised by both Startup India Yatra team and Assam Startup team in the state and all stakeholders including education Institutions were sensitised specially at district level. Cash Prizes were also given by Government of Assam to the best start up ideas in the contest organized by Startup India Yatra Team. We wish all success to the Startup India team"

- Additional Secretary, Industries & Commerce Department & MD AIIDC, Nodal officer, Assam Startup Government of Assam

"The Yatra helped us to reach out to aspiring entrepreneurs and students with bright ideas across the State and gave them a platform to present their ideas. With more than 10,000 attendees, 3,000 registrations, 523 ideas pitched, 118 shortlisted ideas and 15 idea winners, the Yatra was a tremendous success. We look forward to more such joint initiatives with Startup India team."

-Mrs. Ashooneet Kaur, Punjab InfoTech Executive Director, Government of Punjab

---

"The Startup India Mizoram Yatra happened at a time when the State was moving full swing in creating and facilitating a vibrant entrepreneurial and startup eco-system in Mizoram which commenced not long ago in 2017 with the launch of the State's comprehensive Entrepreneurship Development Scheme (EDS). The Mizoram leg of the Startup India Yatra helped boost the nascent entrepreneurial ecosystem building initiative undertaken by the Department. The Startup India team and Yatra team were a delight to work with. We did not fail to notice that the Startup Teams did their best to avoid burdening the State Government and to manage the logistics of the Yatra themselves, even perhaps to their own detriment. Kudos to them. Despite the unfriendly terrain, the unpredictable weather and cultural peculiarities of the land, the Startup India Mizoram Yatra was successfully completed in a manner that benefitted the greatest possible number of people. The Startup India Mizoram Yatra happened at a time when the State was moving full swing in creating and facilitating a vibrant entrepreneurial and startup eco-system in Mizoram which commenced not long ago in 2017 with the launch of the State's comprehensive Entrepreneurship Development Scheme (EDS). The Mizoram leg of the Startup India Yatra helped boost the nascent entrepreneurial ecosystem building initiative undertaken by the Department. Lastly, we highly appreciate the Department for Promotion of Industry & Internal Trade, Ministry of Commerce & Industry for their commendable show of Cooperative Federalism for bringing the torch of entrepreneurship to the remotest parts of the country."

- Dr. Lalrinchhana Deputy Adviser, Government of Mizoram



7. NATIONAL STARTUP AWARDS : REWARDING ECOSYSTEM ENABLERS

7.1 NATIONAL STARTUP AWARDS 2020



The Department for Promotion of Industry and Internal Trade (DPIIT) conceived the National Startup Awards (NSA) 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. The measure of success was not only financial gains for investors, but also contribution to social good.

The recognized entities 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, inspiring them to be purposeful and responsible about their socio-economic impact.





Photos: Sensitization workshops organised during NSA 2020

7.1.1. AWARD CATEGORIES FOR STARTUPS

The first edition of the Awards invited applications across 12 sectors, which were further sub-classified into a total of 35 categories. These 12 sectors were Agriculture, Education, Enterprise Technology, Energy, Finance, Food, Health, Industry 4.0, Space, Security, Tourism, categories and Urban Services. In addition to these categories, those startups were recognised that are creating an impact in rural areas, are women-led, or founded in an academic campus.



AGRICULTURE

1. Productivity
2. Farmer Engagement and Education
3. Post-Harvest
4. Allied Areas
   (Fisheries, Poultry, Animal Husbandry etc.)



EDUCATION

5. Access to Institutional Education
6. Access to Open Education
7. Teacher Training



ENTERPRISE TECHNOLOGY

8. Enterprise Solutions



ENERGY

9. Clean Energy
10. Energy Storage
11. Energy Efficiency



FINANCE

12. Payments Wallets – include P2P lending etc.
13. Financial Literacy Engagement



FOOD

14. Food Processing
15. Access to Food



HEALTH

16. Access to healthcare
17. Diagnostics
18. Life Sciences
19. Medical Devices



INDUSTRY 4.0

20. Big Data
21. Internet of Things
22. 3D Printing
23. Augmented Reality Products /Wearables
24. Cloud Computing
25. Robotics
26. Computer Vision



SPACE

27. Space Tech Solutions



SECURITY

28. Cyber Security
29. Citizen Security Solutions



TOURISM

30. Travel Planning & Discovery
31. Hospitality



URBAN SERVICES

32. Construction/Development Monitoring Solutions
33. Traffic Management
34. Water/Water Networks
35. Waste Management



SPECIAL CATEGORY: WOMEN-LED STARTUP

36. Women-led startups across sectors



SPECIAL CATEGORY: RURAL IMPACT STARTUP

37. Impact in Rural Areas

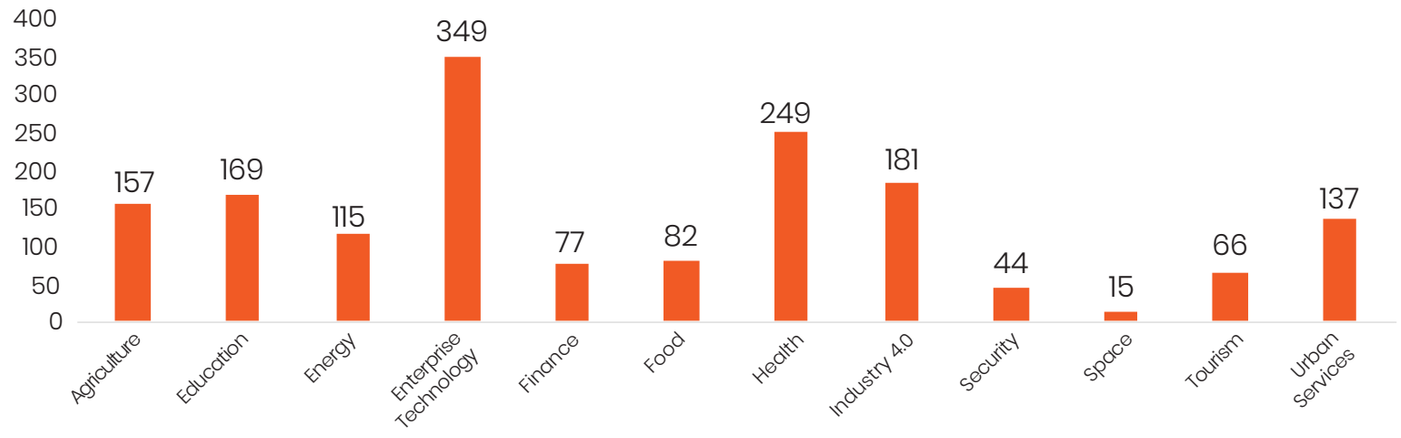


SPECIAL CATEGORY: CAMPUS STARTUP

38. Startups coming out of educational institutes and led by students

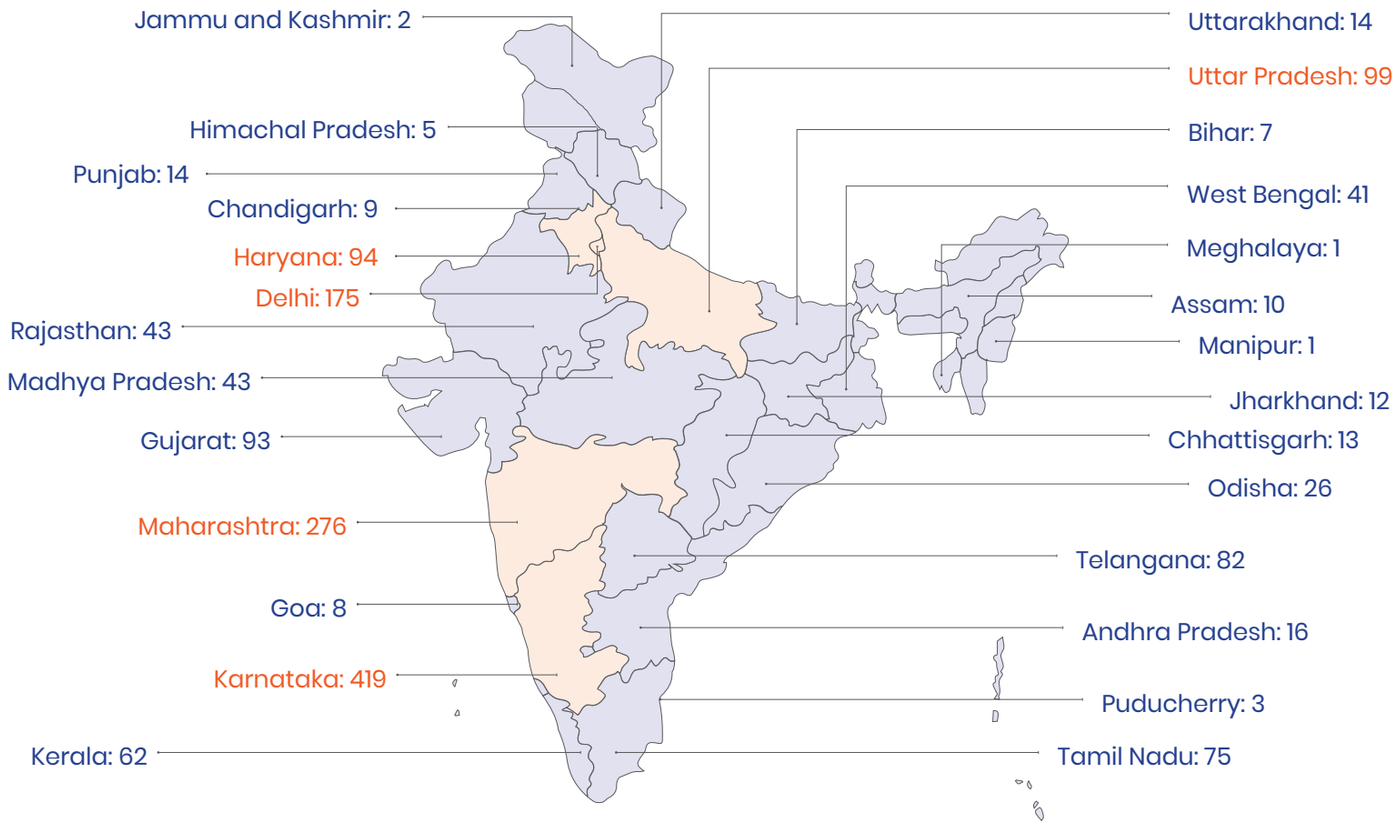
7.1.2. DETAILS OF APPLICATION AND EVALUATION PROCESS

The applications for the 'National Startup Awards 2020' were hosted on the Startup India portal – www.startupindia.gov.in – through which a total of 1,641 applications were received from Startups across 23 States and 4 Union Territories. 41 ecosystem enablers (incubators and accelerators) also participated in the Awards.



Startup Applications received under each category

STATE-WISE DISTRIBUTION OF STARTUP APPLICATIONS



A four-stage evaluation process was followed for the applications received.

Phase 1 – Pre-screening of the applications for DPIIT-recognition and other documents to ensure that the information provided by the applicants fulfilled the criteria of application to the awards

Phase 2 – Objective eligibility check basis a pre-decided matrix by an independent agency. The parameters for evaluation were:

- Innovation
- Scalability
- Economic Impact
- Social Impact
- Inclusiveness and Diversity
- Environmental Impact

Phase 3 – Shortlisting of startups for jury evaluation by independent agency, followed by due diligence and detailed interaction with startups

Phase 4 – Final pitches over a video conference for each category to external jury panels (15 panels of 68 jury members) of industry stalwarts for deciding winners

7.1.3. AWARD FOR WINNERS

STARTUPS

1. Rs. 5 lac to the winning startup across 38 categories
2. Opportunity to pitch in front of relevant line-ministry/ department/ corporates to all finalist startups (which qualified to Phase 4 of evaluation)
3. Priority for participation in national and international events to all finalist startups

ECOSYTEM ENABLERS

1. Rs. 15 lac to one winning incubator and one accelerator each

7.1.4. DECLARATION OF RESULTS

The results of the National Startup Awards 2020 were released by Hon'ble Minister of Railways and Commerce & Industry, Shri Piyush Goyal, on 6th of October, 2020 at the National Media Centre, New Delhi. The virtual felicitation ceremony was held in the august presence of Hon'ble Minister of State for Commerce & Industry, Shri Som Prakash.





Photos: Launch of National Startup Awards 2020 Report at the Felicitation Ceremony

7.1.5. NATIONAL STARTUP AWARDS 2020: HANDHOLDING

DPIIT has now embarked on a new journey with all of the 192 NSA finalists (including the winners), handholding them reach their next stage of growth.

1. DPIIT undertook a survey from NSA finalists which was responded by 130 startups and it was heartening to know that A survey was conducted by DPIIT for NSA finalists. 130 startups responded to the same and it was found that a majority of the startups are making profits, contributing to Atma Nirbhar Bharat.

2. As committed during NSA felicitation ceremony, **DPIIT IS SUPPORTING THE STARTUPS ACROSS 8 KEY TRACKS** viz. Investor Connect, Mentorship, Corporate Connect, Government Connect, International Market Access, Regulatory Support, Benefits under Startup India initiative, and Startup India Showcase.

3. All the 8 tracks are tailored as per the "wish-lists" of the startups and host of exclusive opportunities are being worked upon with renowned partner organisations to support these champions of Indian startup ecosystem.

EIGHT TRACKS OF HANDHOLDING STARTUPS

1.

Investor Connect

Facilitating funding and investor connect through private sector

2.

Mentorship

Curated mentorship programs for the startups

3.

Corporate Connect

Facilitating corporate linkages and market access through private sector interventions

4.

Govt. Connect

Exploring possibilities for procurement/pilot projects

5.

International Market Access

Facilitating international market access through both government connect and private sector support

6.

Regulatory Support

Identifying regulatory bottlenecks and working closely with connected ministry in addressing the same

7.

Startup India Benefits

Apprising the startups of various incentives and benefits available under Startup India initiative

8.

Startup India Showcase

An exclusive platform to exhibit their products/ services on one-of-it's kind virtual showcase on Startup India Hub

1. BENEFITS UNDER STARTUP INDIA INITIATIVE:

1. There are host of benefits available to startups recognised by DPIIT like tax benefits, Intellectual Property Rights (IPR) support, relaxation in public procurement norms, self-certification for some environment and labour laws, access to Fund of Funds for Startups (FFS), and faster exit, among others
2. Startup India has undertaken 6 workshops for NSA finalists apprising and walking them through various benefits available as part of Startup India initiative

2. INVESTOR CONNECT:

1. Under Investor Connect, the startups will be given opportunities to pitch before reputed national and international investor groups
2. For this, DPIIT has commitment from the likes of Small Industries Development Bank of India (SIDBI), Sequoia, Indian Private Equity and Venture Capital Association (IVCA) and Mumbai Angels which are facilitating exclusive investor connect opportunities for NSA finalists
3. This facilitation has gained notable traction and the glimpse of progress made (in just about a month), is as below:
   - First round of pitching for startups from financial services and food processing sectors before over 70 Alternative Investment Funds (AIFs) associated with SIDBI. SIDBI will be facilitating similar investor connect programs for other sectors over a period of 2-3 months
   - 23 startups have been shortlisted by number of IVCA's portfolio investors
   - Mumbai Angels is evaluating individual cases of startups which are expressing their interest in raising funds through Mumbai Angels

3. MENTORSHIP:

1. Organisations including TiE Global, The National Association of Software and Service Companies (NASSCOM), Federation of Indian Chambers of Commerce and Industry (FICCI), Indian Angel Network (IAN), and Sequoia have agreed to provide a multi-faceted mentorship program tailored per the "wish-lists" of the NSA finalists
2. Startups will undergo both one-on-one mentorship program and curated group mentorship programs such as the one facilitated as part of this exciting TiE Global Summit

4. CORPORATE CONNECT:

1. All committed organisations will support in facilitating corporate connect as per "wish-list" of the startups
2. The organisations will also provide access to various global platforms and events for NSA awardees to network and collaborate including all-access memberships to corporate programs
3. Through collaboration with TiE Global, all NSA finalists were privileged to have complimentary all-access to TiE Global Summit
4. FICCI has provided free of cost exhibit opportunity for NSA finalists at their annual flagship program – FICCI Annual Business Summit – which otherwise would cost over Rs. 20,000 per startup

5. INTERNATIONAL MARKET ACCESS:

1. In collaboration with Ministry of External Affairs (MEA) and as part of Startup India international bridge program, Startup India is supporting in realization of "global wish-list" of NSA finalists
2. All the startups got a unique opportunity to virtually exhibit and showcase their offerings as part of the first ever SCO Startup Forum

3. Several startups have been shortlisted under various programs of different countries including Japan, Sweden, Croatia, Netherlands, and USA
   - US-India Strategic Partnership Forum has initiated a mentorship program curated especially for NSA finalists
   - 10 of the startups are in advance discussions with senior stakeholders from renowned Japanese conglomerates for B2B connect
   - 7 startups pitched before global investors as part of Sweden Innovation Day
4. Many more international opportunities are being fructified by Startup India

6. REGULATORY SUPPORT:

1. Detailed discussions with the startups will be held to understand more about fostering ease of doing business for the ecosystem
2. Startup India is working on a unique buyer-seller connect program which will be a game changer for government procurement from startups and will assist the award-winning offerings of NSA finalists to be pitched before government stakeholders
3. The startups are being handheld for on-boarding on Government e-Marketplace so that they get access government buyers from across the country
4. Various roundtable discussions are being planned under which select startups will share their practical insights and inputs on government procurement regulations before the concerned line ministries/ departments
5. Discussions are also ongoing with nodal departments from State Governments for supporting NSA finalists and exploring the possibilities of procurement from them

7. STARTUP INDIA SHOWCASE:

1. DPIIT has launched the Startup India Showcase – an online discovery platform for the most promising startups of the country chosen through various DPIIT and Startup India programs, exhibited in a form of virtual profiles
2. NSA finalists are being provided exclusive handholding support and priority access to be on-boarded on the showcase



Photo: Startup India team during National Startup Awards

7.2 NATIONAL STARTUP AWARDS 2021

The National Startup Awards 2021 seek 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. The awards want to acknowledge and provide visibility to startups creating a broader social impact. The applications for the awards are open till 31st January 2021.

The Awards will recognize exceptional startups across various categories that are providing innovative solutions to solve real problems and challenges for India, developing innovative technologies, products and solutions from India to the world, building businesses that are scalable, sustainable and responsible and delivering measurable developmental gains.

The awards for startups will be given in 49 areas, classified into 15 broad sectors like agriculture, environment, space, animal husbandry, Fintech, transport, drinking water, food processing, travel, education and skill development, health and wellness, energy, industry 4.0, enterprise systems and security. In addition, there are six special awards for startups from educational institutions, making impact in rural areas, women entrepreneurs, making potential for import substitution, for innovation for COVID-19 and for content delivery in Indic languages.

A cash prize of Rs 5 lac each will be awarded to the winning startup in each area. The winner and 2 runners-up will also be given opportunities to present their solutions to relevant public authorities and corporates for potential pilot projects and work orders. They will also be given priority for participation in various national and international startup events. The National Startup Awards will also reward exceptional Incubators and Accelerators as key building blocks of a robust startup ecosystem. A cash prize of Rs 15 lac each will be awarded to one winning Incubator and one winning Accelerator.



The identified sectors and sub-sectors are given below:



AGRICULTURE

1. Irrigation
2. Productivity
3. Post-harvest
4. Farmer engagement and education



ANIMAL HUSBANDRY

5. Productivity
6. Farm to fork



DRINKING WATER

7. Access to potable drinking water
8. Water & water networks



EDUCATION & SKILL DEVELOPMENT

9. Access to institutional education
10. Access to open education
11. Teacher training
12. Toys as learning resource
13. Vocational training



ENERGY

14. Clean energy
15. Energy efficiency
16. Energy storage



ENTERPRISE SYSTEMS

17. Business process management
18. Customer relationship management
19. Logistics management



ENVIRONMENT

20. Waste to value
21. Sanitation and septic tank management
22. Industrial biotechnology
23. Sustainable Mining



FINTECH

24. Insurance
25. Financial inclusion



FOOD PROCESSING

26. Procurement & storage
27. Processing
28. Packaging & retailing



HEALTH & WELLNESS

29. Access to healthcare
30. Diagnostics
31. Life Sciences
32. Medical devices including affordable, point of care
33. Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)
34. Fitness and Sports



INDUSTRY 4.0

35. Internet of things
36. 3D printing
37. Augmented reality products/ wearables
38. Computer vision
39. Robotics



SECURITY

40. Security & safety systems
41. Cyber security



SPACE

42. Spacecraft technologies
43. Space based applications
44. Launch vehicles



TRANSPORT

45. Transport services and infrastructure
46. Freight & logistics services
47. Traffic management



TRAVEL

48. Hospitality
49. Travel planning & discovery



SPECIAL AWARD CATEGORIES

50. Educational institutions
51. Making impact in rural areas
52. Women entrepreneurs
53. Making potential for import substitution
54. Innovation for COVID-19
55. Content delivery in Indic languages

8. STAKEHOLDER ENGAGEMENT AND MARQUEE EVENTS

8.1 STARTUP INDIA VENTURE CAPITAL SUMMITS

The Global Venture Capital Summit 2018 kicked off in Goa on December 7, 2018. An initiative of the Department for Promotion of Industry and Internal Trade (DPIIT) and the Government of Goa, in partnership with the International Finance Corporation (IFC) and Indian Private Equity & Venture Capital Association (IVCA), brought together international fund managers, startups, government officials and other key stakeholders from the startup ecosystem with the aim to mobilize global capital for innovation in India.

Present on the occasion were former Union Minister of Commerce and Industry, Shri. Suresh Prabhu, and former Minister of Revenue, IT, and Labour & Employment, Government of Goa, Shri. Rohan Khaunte. The Summit focused on the opportunities for investments in the Indian startup ecosystem, showcased the diverse market opportunities and technology innovations available in the country, with discussions held around the current and future regulatory changes. Other speakers included eminent names such as Priya Rajan (Silicon Valley Bank), Alok Goyal (Stellaris Venture Partners), Will Poole (Capria Investments), TCM Sundaram (IDG Ventures), Rahul Khanna (Trifecta Capital), Shweta Bhatia (Eight Roads Ventures India), Karthik Reddy (Blume Ventures), and Vikram Gupta (IvyCap Ventures), among many others.



Photo: Key highlights of the Startup India Venture Capital Summit 2018

Startup founders like Yashish Dhaniya (PolicyBazaar), Abhinav Jain (Shop 101), Mayank Kumar (UpGrad), Shradul Seth (Agrostar), and Venkatesh Bhat (Blackbuck), were also part of these panel discussions. The Startup India Global Venture Capital Summit also saw the release of a report on 'Mobilizing Global Capital for Innovation'. The report had highlights of the Indian Venture Capital landscape, the startup ecosystem in India, and the regulatory framework in the country. Venture Capitalists at the Summit expressed their interest in investing in the AgriTech, EdTech, FinTech, and HealthTech sectors in India.

The first edition of the Summit brought together over 250 participants from over 9 countries, to showcase the investment opportunities in India and facilitated a rich exchange of ideas on various aspects of the investor world.

#startupindia

GLOBAL VENTURE CAPITAL SUMMIT GOA, 2018

EVENT PARTNERS

INVEST INDIA

INTERNATIONAL FINANCE CORPORATION (IFC)

INDIAN VENTURE CAPITAL ASSOCIATION (IVCA)

GOVERNMENT OF GOA

EVENT STRUCTURE

5 PANEL DISCUSSIONS WITH ~5 SPEAKERS EACH AND

2 IGNITE TALKS WITH A TOTAL OF 6 SPEAKERS

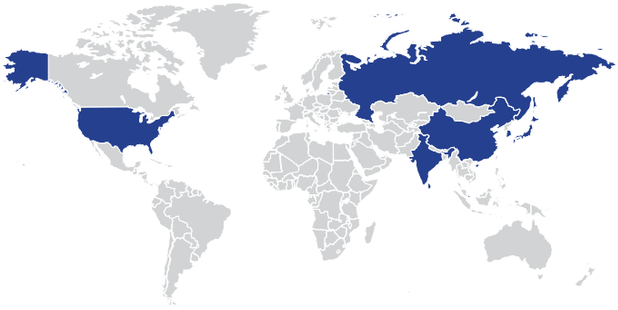
REGIONAL REPRESENTATION OF THE ATTENDEES

68 UNIQUE

VENTURE FUNDS

110 FUND MANAGERS

FROM **INDIA, JAPAN, USA, CHINA, HONG KONG, KOREA, RUSSIA, SINGAPORE, AND SRI LANKA**



50 MEMBERS

FROM GOA'S ENTREPRENEURIAL COMMUNITY

PARTNERS

IVCA
IVC ASSOCIATION
THE INDIAN PRIVATE EQUITY & VENTURE CAPITAL ASSOCIATION
PROMOTING PRIVATE CAPITAL ECOSYSTEM

IFC International Finance Corporation
WORLD BANK GROUP
Creating Markets, Creating Opportunities

SESSION DETAILS

1. OPPORTUNITY TO BUILD INDIA AS A $10 TN ECONOMY BY 2030

This panel focused on the role of technology disruption in driving growth in both the manufacturing and services sectors, by improving efficiencies, bringing new products and solutions to market, and expanding reach within India and abroad. Discussions were conducted on the impact of the VC ecosystem in creating and growing emerging sectors such as e-commerce, genomics, electric mobility, medical devices, and robotics, that will bring new revenue streams and new employment opportunities, supporting India's unique growth story and delivering on the promise of building a large and globally competitive Indian economy.

2. MONETISING THE NEW INDIA OPPORTUNITY

Diversity & Scale - India I, II & III

The session covered success stories of Indian startups that have built scale and reach by building solutions that are relevant to the unique needs of the nation in developing unconventional distribution channels and payment modalities. Ideas were also shared on business model adaptations that have provided increased access at affordable pricing and supported livelihoods in Tier II and III towns.

3. DISRUPTING TRADITIONAL MODELS

Logistics, Agriculture, Education

The session discussed the impact of technology in transforming sectors like logistics, agriculture, education and healthcare in India and the importance of unlocking value by creating new business models. The discussion focussed on the opportunities and challenges of displacing conventional ways of doing business with technology-led solutions that transforms processes, build cost efficiencies and move businesses to new growth trajectories to deliver strong investor returns.

4. ENABLING REGULATIONS

Ease of Starting up, ESOPs and Exits

The session discussed the regulatory changes that have been made over the past few years with the goal of creating an enabling environment. The session also demonstrated impact of these changes for startups and investors by addressing upcoming challenges that would help build a globally unparalleled venture capital ecosystem in the country.

5. THE INDIA ADVANTAGE

Limited Partners and Global Venture Funds

The panel had institutional Limited Partners (LPs) and General Partners (GPs) presenting their views on India as an investment destination. It also focused on the LP-GP relationship, promoting best practices for improved governance and increased transparency to provide comfort to LPs and further continue to drive private capital into the country's vibrant startup ecosystem.

6. INNOVATION IN INDIA

The session included expert talks on India as an emerging leader in the high technology and innovation sphere.

- Artificial Intelligence for Healthcare

- Improving efficiency in last mile logistics

During the Summit, a report on
"MOBILIZING GLOBAL CAPITAL FOR INNOVATION IN INDIA"
was also released.

STARTUP INDIA GLOBAL VENTURE CAPITAL SUMMIT 2019

The second edition of the Startup India Global Venture Capital Summit, a two-day event conducted in Goa from 6th to 8th December 2019, displayed the diversity of the Indian startup ecosystem at the global stage. With participation of various stakeholder groups vital to the development of entrepreneurship in the country, the 2019 edition event showcased the potential opportunities in the Indian market with main focus on sectors such as MedTech, Healthcare, EdTech & Fintech. The event was home to numerous cutting-edge innovations and path-breaking technologies that are being used on a large scale.





Photos: Highlights of the Global VC Summit 2019

Department of Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry along with Government of Goa organised this event that set new benchmarks by bringing over 350 global and domestic investors and Indian policy makers under one roof.

Investors, hailing from over 10 countries explored and analysed various innovations taking place in the Indian startup ecosystem through one-on-one meetings, panel discussions and regulatory roundtables. The summit acted as a platform for the investor community to identify and resolve the issues faced by them through detailed discussions with Indian policymakers. The event was covered by more than 30 media houses, giving it a wider reach within the entrepreneurial community.

HIGHLIGHTS

- **350+** delegates from over 10 countries
- **50+** speakers across 9 panel sessions
- **30+** national and international media houses
- **45+** startups participation through innovation showcase and investor interaction
- **91** unique investors





Photo: Highlights of the Global VC Summit 2019



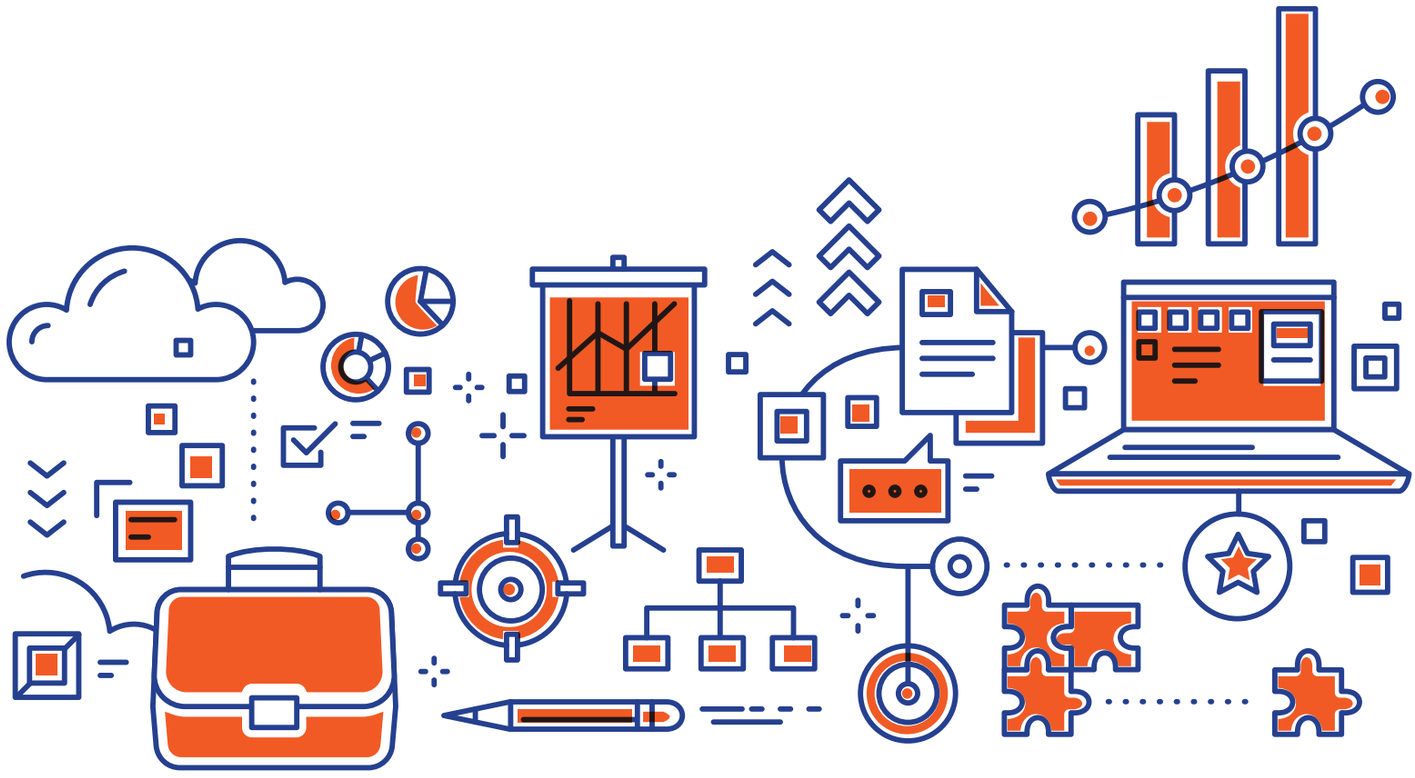


Photo: Highlights of the Global VC Summit 2019

STARTUP– INVESTOR MEETINGS

Startup Investor Meetings were curated for 32 investment ready startups selected via open call for application done on the Startup India portal. The selection was an outcome of combined evaluations from the three partners including TiE Delhi, Indian Private Equity & Venture Capital Association (IVCA) and International Finance Corporation (IFC).

The objective of the curated meetings was to provide a platform to startups and investors to help them get closer to funding opportunities and thus, create a more favourable environment for both the parties. Interest was sought from investors and meetings were set up basis the interest received. Each entrepreneur got at least half an hour meeting with top investors in the respective sectors.



8.2 REGULATORY ROUNDTABLE DURING GOA VENTURE CAPITAL SUMMIT

A roundtable discussion was held during the Startup India Global Venture Capital Summit on 7 December 2019, under the chairmanship of Shri Piyush Goyal, Minister of Commerce and Industry, and the representatives from the regulatory authorities and Venture Capital Funds investing in Indian startups over video conference.

Agenda of the roundtable centred on discussions with regulators and policy makers to explore options that would ease alternative investments for startups.

The roundtable concluded with a decision to formulate a **special advisory committee** under the chairmanship of Secretary, DPIIT, and concerned officers from various departments. The committee would examine regulatory concerns related to startup ecosystem. The roundtable also noted suggestions by investors on policy issues to be taken up with different regulators.

A Startup Advisory Council under the chairmanship of Minister of Commerce and Industry to be constituted to advise the Government of India on proactive steps that may be taken for strengthening the startup ecosystem in the country.

Furthermore, a number of measures were suggested relating to procedural changes in the Income Tax Act, AIF Regulations, Companies Act etc. and mobilisation of surplus funds available with EPFO and PSU into startups.





Proceedings of Commerce and Industry roundtable during Goa Global VC Summit 2019

"We are extremely grateful to Startup India for allowing us to showcase our innovation and interact with the exemplary industry leaders. From the attendees to the event management, the Summit was absolutely amazing! We were introduced at a single event to the Who's Who of the investor network in India, which allowed us to gain significant interest as we look forward to raising finance to support our operations. In addition to the local markets, the interest we received from overseas entities based in China, Singapore and Japan, has truly allowed us to transcend boundaries and eventually, hope to deliver the impact we have been envisioning along the journey. We look forward and hope to participate in more such events!"

- Varun, GreenJams BuilDTech Private Limited

"The Startup India GobalGlobal Venture Capital Summit was a very well-organised and an exceptional event. As a start-up, we got an opportunity to meet and interact with top Indian and Global VCs. The attendees, workshops, seminars, and topics of discussion were well thought out and amazing. I look forward to attend it again next year."- Tapas Gupta, Iradium Automobiles

"Glad to be selected to represent our enterprise, from the North East of India, where we do not have regular exposure to such events. It helps to give the necessary exposure to the potential of our business and also the potential of Assam and NE."

- Stephen Sebastian, Charitymonk

8.3 ROUNDTABLE WITH CENTRAL GOVERNMENT DEPARTMENTS

A roundtable was organised in May 2019 with the central government departments and was attended by representatives from over 33 ministries and departments out of which 11 presented and shared some of the best practices of engaging with the startup ecosystem. Some of the engagement models discussed were:

- Procurement
- Policy Formulation
- Grand Challenge/Hackathon
- Schemes for Startups
- Funding Support
- Infrastructure Support
- State Government Support

THE PRESENTATIONS WERE BASED ON FOLLOWING 3 THEMES



CREATING A VIBRANT ECOSYSTEM



PROCURING FOR INNOVATION



PROVIDING INFRASTRUCTURE SUPPORT

DR. MANISH DIWAN, ***Head- Strategic Partnership & Entrepreneurship Development at Biotechnology Industry Research Assistance Council (BIRAC),*** DBT explained the incentives available under the Department of Biotechnology. He spoke about the "BIG Scheme" and the AcE fund which can provide upto Rs 7 crores worth of funding support to entrepreneurs.

SH. HK MITTAL, ***Advisor, Ministry of Science and Technology,*** emphasized upon the importance of private partnerships for ensuring the flow of commercial knowledge. He explained that the limitation of restricting information to the technical knowledge posed as a barrier to growth

SMT. CHHAVI JHA, ***Joint Secretary (RKVY, PC & GC), Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare,*** explained the vision of the Ministry along with the support available including grants of upto Rs 25 Lac and seed support grant

STARTUP INDIA TEAM briefed about the Agriculture Grand Challenge and how it helped the Ministry of Agriculture scout for applications for their 10 problem statements. The grand challenge invited over 1,000 applications through the Startup India portal.

DR. SANJEEV SAXENA ***from the Indian Council of Agricultural Research (ICAR)*** discussed how they are supporting startups with initiatives like National Agriculture Innovation Fund and Agri-business Incubation Centres.

DR. GURU PRASAD MOHAPATRA, ***the then Chairman of Airport Authority of India*** shared how they are supporting innovation in the country with initiatives like the AAI Startup Policy and 'Innovate for Airports' Challenge. An Rs 2 Crores POC grant is to be provided to the winners. He also mentioned about the R&D centers that were launched in Hyderabad and the updating of the procurement manual.

MR. ROHIT MATHUR from the ***Ministry of Petroleum*** highlighted how PSUs in the Oil & Gas sector have 132 startups under incubation with a committed fund of Rs 155 crores, and a fund of Rs 320 crores earmarked for 3 years.

INDIAN OIL'S BENEFICIARY STARTUP, SUKRITI, mentioned the equity free prototype grants, mentoring and pilot opportunities provided by Indian Oil to them.

INVEST INDIA team shared how AGNIi (Accelerating Growth of New India's Innovations), an innovation facilitation program spearheaded by Prof. Vijay Raghavan, Principal Scientific Advisor to the Government of India, is bridging the gap between idea generation, startup facilitation and product commercialisation

MR. RAMANAN RAMANATHAN, ***Mission Director, Atal Innovation Mission (AIM),*** explained the lifecycle approach that AIM has adopted to develop innovation & entrepreneurial mind set, with Atal Innovation Incubators, Atal New India Challenges, and an upcoming Women Entrepreneurship Platform.

DR. RASHMI SINGH, ***Secretary, New Delhi Municipal Council (NDMC)*** spoke about the newly launched Tyro Open Innovation Zone, a collaborative Startup community based on the model of open incubation.

MR. MUDIT NARAIN ***spoke on iDEX (Innovation for Defence Excellence) framework under the Ministry of Defence,*** for setting up of independent Defence Innovation Hubs (DIHs) where innovators can get information about the defence requirements directly & create solutions.

DR. SAJI GOPINATH, ***CEO, Kerala Startup Mission (KSUM),*** spoke about the different innovative models of procurement from startups that the state government has deployed. The state government performed very well in the State Startup Ranking Framework, 2018 on the subject of procurement and he stressed on the importance of the same. Rashid, a beneficiary of KSUM, talked about how they developed a robot to clean manholes without human intervention. The startup received grants from KSUM and established B2G connect with the Water Department of Kerala as well.

DR. RAJEEV KANDPAL, ***Additional CEO, Government-E-Marketplace (GeM),*** shared that the GeM portal had 1800+ startups registered at that time, which had received 7,697 orders worth Rs 275 Crores. The 'GeM Startup Runway' had also about 50 Startups registered at that time. He explained how procuring from Startups in the government can give a massive boost to the ecosystem. Mr. BS Tomar (retd DIG, Fire and Safety) who sells motorcycle fire engines to Gram Panchayats and Nagar Panchayats, spoke about how the Government-E-Marketplace enabled him to sell to Kumbh and other govt. agencies.



8.4 STARTUP CONSULTATION ROUNDTABLE

India's thriving ecosystem can be best understood by understanding our high value startups which have managed to create wealth and jobs for the country. With this in mind, to gain insight into the challenges faced by startups and evolve the policy measures to be more supportive in creation of more such companies, a roundtable meeting was conducted in November 2019.

The meeting was chaired by Dr. Guruprasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), who highlighted the importance of startups in economic development and how states have also realised the importance of promoting this sector. The meeting also discussed the journey and hurdles faced by the startups under the current market scenarios.

The event noticed participation of over 10 startups with a total valuation of Rs. 70,000 Crores and having a total revenue of Rs. 5600 crores

Some of the key participant startups included Info Edge, Zomato, Delhivery, Policy Bazaar, Urban Company, 1mg, Limeroad, Jet Set go, Sheroes and Sagar Defence

The event noticed participation of over 10 startups with a total valuation of more than **Rs. 72,000 crore** and having a total revenue of **Rs. 5,800 Crore.**

Some of the key participating Startup included

- Info Edge
- Zomato
- Delhivery
- Policy Bazaar
- Urban Clap
- 1 MG
- Limeroad
- Jet Set go
- Sheroes
- Sagar Defence



8.5 STARTUP INDIA PAVILION AT THE INDIA INTERNATIONAL TRADE FAIR 2017

The India International Trade Fair (IITF) was hosted from 14th - 27th of November, 2017 at Pragati Maidan, New Delhi. IITF with B2B and B2C components was one of the largest integrated trade fairs spanning across business, social, cultural, and educational dimensions weaved together. The event also provided a platform for visitors and exhibitors, media persons, marketing professionals, social activists, and NGOs to come together and explore synergies.

The theme for the 2017 trade fair was Startup India and Stand Up India. The event witnessed 40,000 business visitors during the first five B2B days, and the total viewership to the fair over the 14 days was 1.4 million. The per day footfall was capped to 60,000 on an average. Startup India was provided with a dedicated prime space. Startups from various states and sectors were given an opportunity to showcase their products and innovations either digitally (through videos) or physically (through live product exhibitions). The Startup India pavilion also digitally showcased information on the Startup India Action Plan, the benefits available under the initiative, and the achievements made under the Action Plan. Registration kiosks and engagement activities like Twitter café and 'sling shot' were also organised to engage with the visitors.



Photos: Key highlights of Startup India kiosks at IIFT, 2017.



Photos: Startup India Team receiving the award for the best theme pavilion

KEY HIGHLIGHTS OF THE EVENT:

- **Innovation Showcase:** Products/concepts of 271 innovative startups from varied locations and sectors were showcased free of cost, physically and digitally.
- **Startup India Pavilion:** The central pavilion was taken up by Startup India, DPIIT to digitally showcase the achievements made under the Action Plan, show the Startup India benefits audio-visually, and have live registrations via two LED screens/ kiosks on the Startup India Hub.
- **Unicorn Spotlights:** Stories of unicorns like Flipkart, Zomato, ImMobi, Ola, etc. were showcased digitally through touch screen at the Startup India pavilion.
- **Startup India Hub:** Through interactive digital kiosks, usability and features of the Startup India Hub were displayed and showcased. The kiosk also enabled on the spot registration for users to register themselves on the Startup India Hub.
- **Startup India Cafe:** Startup India Café was made available on sharing basis for the representatives of startups and other startup stakeholders to conduct meetings.
- **Geographic and Sectoral Diversity:** Startups were chosen from varied locations and sectors to show diversity.

Startup India bagged the Gold Award under **"BEST THEME PAVILION"** during the concluding ceremony in the presence of Hon'ble Minister of State for Commerce and Industry, Shri C.R. Chaudhary.

"It was really a fantastic podium and we got tremendous response and people loved our idea and appreciated us. We have received more than 500 queries and some projects are in pipeline amongst those queries. We learned a lot from the audience feedback and public who suggested us some improvements concept." ***– EASY NIRMAN***

"An amazing platform for us. Our innovative toys, concepts and ideas were highly appreciated & received media attention. With thousands of visitors from around the world, we still can't measure the scope of opportunities that lie ahead of us. Thank you, Startup." ***– BE CRE8V***

"It was a great experience where we got in touch with big media houses, which helped us in gaining traction. We are thankful to Startup India for providing us with such a great platform." ***– CLENSTA***

"The response was overwhelming. Not only was the audience genuinely interested in understanding new products in the market, they were also willing to try it out themselves and become paying customers. We generated more than 300 leads from the event alone. Many of these leads were from corporate stakeholders who connected with us to use our solution for betterment of their fleet management requirements. Apart from this, the media coverage of the event was also unanticipated. Reporters from all over the country poured in to interview us about the products and this kind of organic PR is genuinely something that is hard to get. We thank #Startupindia team to give us this incredible opportunity to reach out to the masses." ***– ZYME TECHNOLOGIES PVT. LTD.***

"We highly benefited in creating visibility among the audience about our product. We received Pre-Booking interest of about Rs 30,00,000." ***– CEREBROZ EDUTREE***

"Startup India Pavilion is one of the best platforms that a startup can get to showcase themselves. The kind of exposure any startup could get here is phenomenal. We got an inquiry for close to Rs 25 lac, potential tie up with Government of Afghanistan for one their projects, and corporate tie ups. Government of India has appreciated our vision which has converted into a tie up with them for promoting the Geographical Indication. The event has benefited us in the best possible ways. We look forward to more such events." ***– IMITHILA HANDICRAFTS & HANDLOOM PVT. LTD.***



Photos: Startup India Pavilion .

8.6 SCO STARTUP FORUM

Shanghai Cooperation Organisation (SCO) is a permanent intergovernmental international organisation, comprising of 8 member nations namely the Republic of India, the Republic of Kazakhstan, the People's Republic of China, the Kyrgyz Republic, the Islamic Republic of Pakistan, the Russian Federation, the Republic of Tajikistan, and the Republic of Uzbekistan.

The Department for Promotion of Industry and Internal Trade (DPIIT) and Startup India hosted the first-ever SCO Startup Forum on 27th October 2020. The SCO Startup Forum laid the foundation for multilateral cooperation and engagement for startups among the SCO Member States. Hon'ble Minister of Railways, Commerce & Industry, Consumer Affairs, and Food & Public Distribution, Government of India, Shri Piyush Goyal, SCO Secretary-General, His Excellency Vladimir Norov, and Secretary, DPIIT, Dr. Guruprasad Mohapatra, were among the dignitaries present during the launch of the SCO Startup Forum.

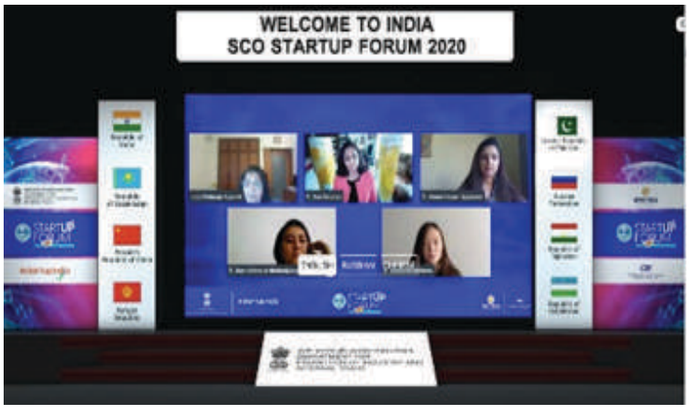
The Forum was one of its kind- the virtual platform was customized to represent the Indian culture in augmented reality. The Forum had 1 plenary session and 6 simultaneous activity zones wherein 11 different activities were held within 3.5 hours in three languages- English, Mandarin, and Russian. A fleet of over 14 Russian and Mandarin interpreters supported the live interpretation throughout the journey of the SCO Startup Forum making it more accessible.

The SCO Startup Forum housed a Startup Showcase built to provide a holistic and interactive 3D environment. 90 startups from 4 SCO Member States exhibited their products/ services as part of the virtual startup showcase. 12 Startups from 4 SCO Member States were also given an opportunity to pitch their idea in front of a Jury consisting of renowned professionals and industrialists. Further, 8 Panel Discussions on various areas of cooperation such as Sharing of Best Practices, Promoting Women Entrepreneurship, pitching sessions, Procuring Social Innovations, building successful incubators, among others, were conducted by 49 Speakers from 7 SCO Member States.

The Forum also received global participation- 2,600+ observers from 60 countries and 6 continents registered for the SCO Startup Forum. The top five registrations were received from the Republic of India, the Kyrgyz Republic, the Russian Federation, the Islamic Republic of Pakistan, and the People's Republic of China.





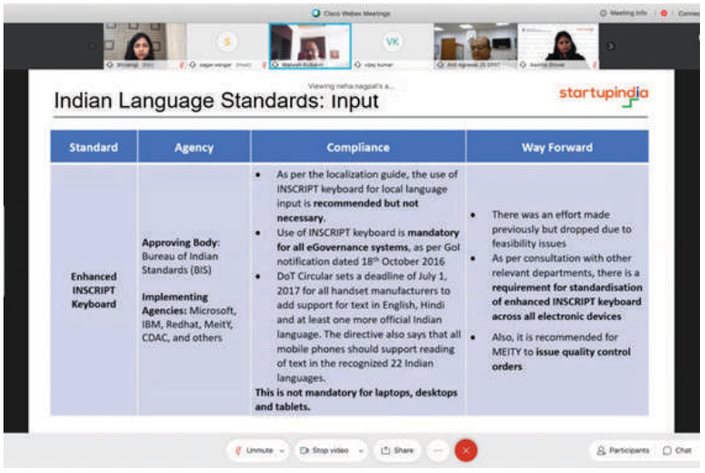




Photos: Snapshot of the event

8.7 STRENGTHENING OF ECOSYSTEM FOR INDIC LANGUAGE STARTUPS





Photos: Snapshot of the event

OVERVIEW

India has a grand total of 23 official languages with many more subdialects. 10% of India's population identifies itself as English speakers with only 0.02% identifying its as their first language. However, the higher penetration of English in various facets ranging from day to day operations to official legalities is much higher than that of any other language which bars local language users from having a level playing field. Some businesses, mindful of increased internet userbase, have used this as an opportunity to bridge the gap that exists. In order to understand the challenges faced by Indic Language startups and resolve them to provide them with a level playing field relevant steps have been taken.

DISCUSSION

Several Indic language startups were contacted to enlist their challenges which was followed by three consultation meetings with relevant Government departments to resolve them.

First meeting, chaired by Shri Anil Agarwal, Joint Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), was held on 3rd June and was attended by officials from Ministry of Electronics and Information Technology and FDI division of DPIIT along with several Indic Language startups. A detailed presentation was made by the Startup India Hub team after analyzing the concerns raised by multiple startups and industry experts in the Indic Language space.

Second round of consultation meeting was held with C-DAC and TDIL team from MeitY to understand their offerings that are present for Indic Language startups.

Third round of consultation meeting was held with officials from C-DAC, NIC, Hindi division and IIIT-H to further monitor the progress on different initiatives.

Issues discussed were as follows:

1. Lack of Availability of Indic Language Keyboards
2. Lack of Indian repository and Content Delivery Network of Indic fonts
3. Lack of Availability of documents and datasets in Vernacular languages
4. Lack of Vernacular Content of Government websites
5. Access to funding and grants
6. Definition issues in FDI Policy
7. Lack of accreditation to Digital Media and absence of a central body for media companies
8. Absence of a framework/body to reduce and curb spread of fake news in local language companies
9. Systematic de-platforming of apps by Google & others
10. Increasing government patronage and allowing Indic language startups to host official content

DECISIONS

- Workshop to be held in collaboration with MeitY in order to create awareness about their developments and offerings to Indic Language startups
- Government can roll out best practices to be followed while procuring databases or software so that linguistic nuances are taken care of (work in progress)
- A QCO can be developed for softwares to ensure that they comply with proper functioning of Indian languages (work in progress)

WEBINARS

- First webinar conducted on **'Introduction to NPLT, C-DAC & TDIL and their functioning & offerings'** in collaboration with C-DAC Team on 4th September 2020; Received over 64,000 views across Startup India Social Media channels
- Second webinar conducted on **'Localization Tools and Services for Indic Language Startups'** in collaboration with C-DAC Team on 28th September 2020
- Third Webinar conducted on **'Overview of Web Standards and Internationalized Domain names enabling Startup'** in collaboration with NIXI and W3C on 28th October 2020

8.8 DIGITAL MAPS AND NAVIGATION SYSTEMS

OVERVIEW

One of the important innovations of the modern day is Digital Maps and Navigation systems. These services are not only used by individuals but also by businesses to support their offerings. Due to its large userbase and multifaceted need, it is not only important to make these services accessible to all but also to ensure that due safety standards are followed respecting the privacy of the users. However, Google Maps has a majority market share, even though a lot of relevant data and technologies exist with several Government Departments, Research Organizations, and innovative Startups.

To further understand data and technologies present with the Government and discuss possibilities of creating synergies between different organizations to develop Indian-based Digital Maps & Navigation systems, **a Video Conference was held on 14th August, 2020 at 12:15 PM under the chairmanship of Joint Secretary, DPIIT to facilitate interaction with relevant ministries and companies.**

A detailed presentation was made by the Startup India Hub team after analysing the challenges present in this field. The attendees participated in the discussion and shared their inputs. It was opined that a lot of work is going on in this sector by Government organizations. Information sharing about the same shall be beneficial for startups working in this sector.



WEBINAR

In order to encourage Indian tech entrepreneur to venture in this sector and provide them with required information pertaining to research and development that has already been carried out by Government organizations, **a webinar was held on 15th October**. The aim of the webinar was as below:

1. To apprise Indian startups about the initiatives undertaken and research carried out previously by Government organizations in this sector and how they can leverage the same
2. To inform about opportunities that exist in this sector and create awareness amongst startups
3. To advise on the best practices that a startup in this sector should follow and how Government entities can aid them
4. To address any other relevant queries received during the webinar
5. To explore models that facilitate startups to use these services

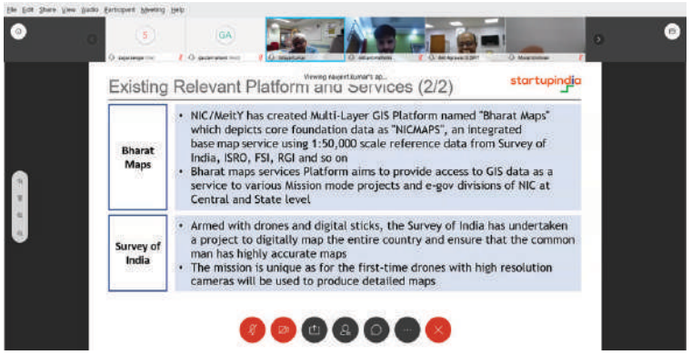
SPEAKERS FOR THE WEBINAR

1. **Shri Anil Agrawal,** Joint Secretary, DPIIT, Government of India
2. **Dr. S Murali Krishnan,** Group Director, AS&DMA, National Remote Sensing Centre, ISRO, Hyderabad: spoke on recent developments in 2D/3D Mapping
3. **Shri Manish Saxena,** Associate Director, SATNAV: NavIC and Gagan Offerings
4. **Shri Nilesh Desai,** Associate Director, SAC: NavIC and Scope of innovation for Start-Ups in Navigation Area
5. **Shri Shashikant Sharma,** Group Director, VEDAS Research Group: Map Services for Field level Agriculture monitoring, Renewable Energy, Image Analytics on Web
6. **Shri V Udaya Kumar,** Head & Senior Technical Director, National Portal of Map Services, NIC: Bharat Maps and its offerings
7. **Shri Arul Raj,** Manager, NRSC: BHUVAN Web Services Development and its offerings
8. **Shri Anil Agrawal,** Joint Secretary, DPIIT, Government of India.

The session was concluded and way forward on the possible engagement between relevant stakeholders was provided

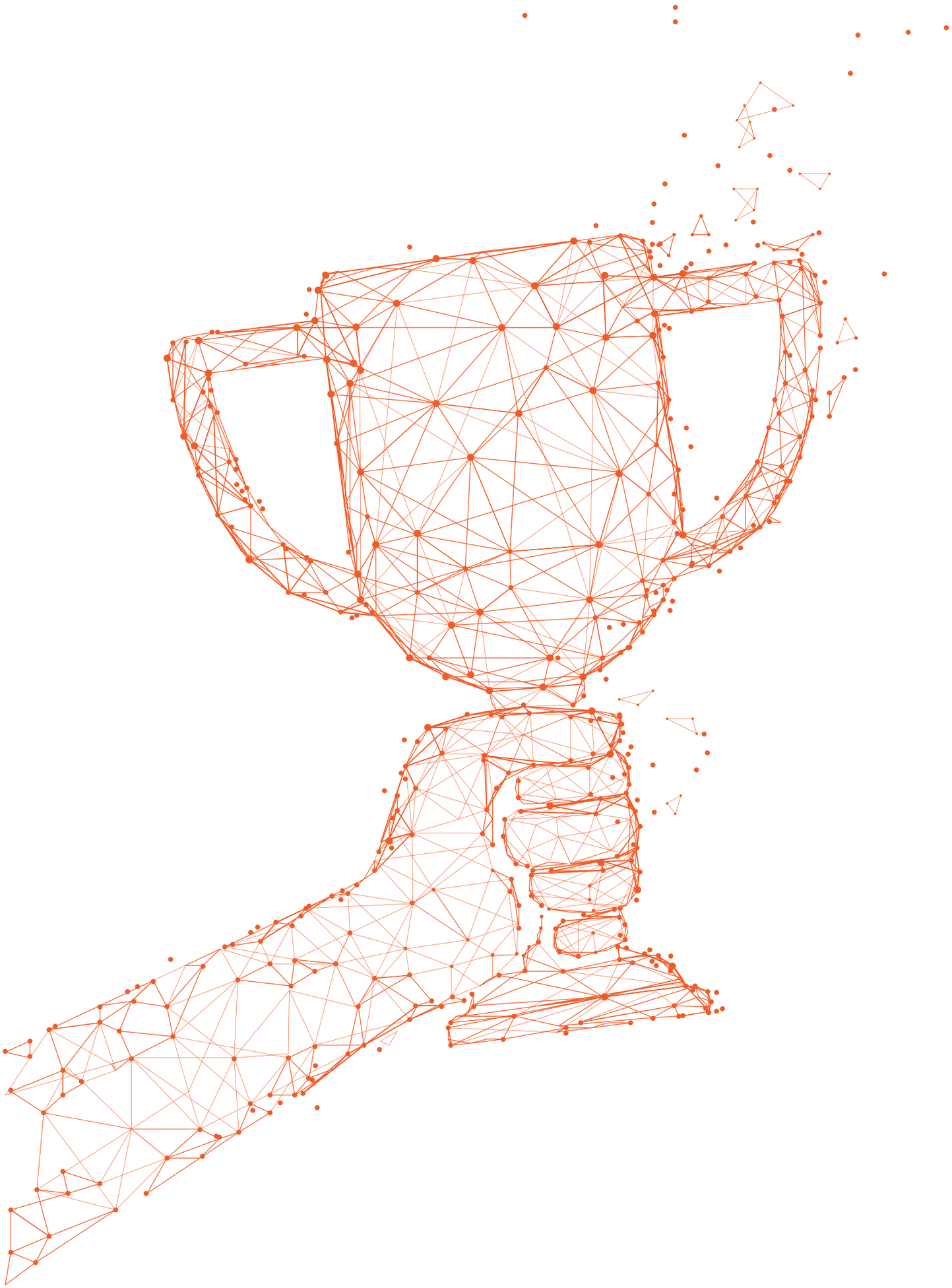
OUTCOME

The webinar saw registered social media views of **more than 48,000** across Facebook, Twitter, LinkedIn, and YouTube.





Photos: Snapshot of the event



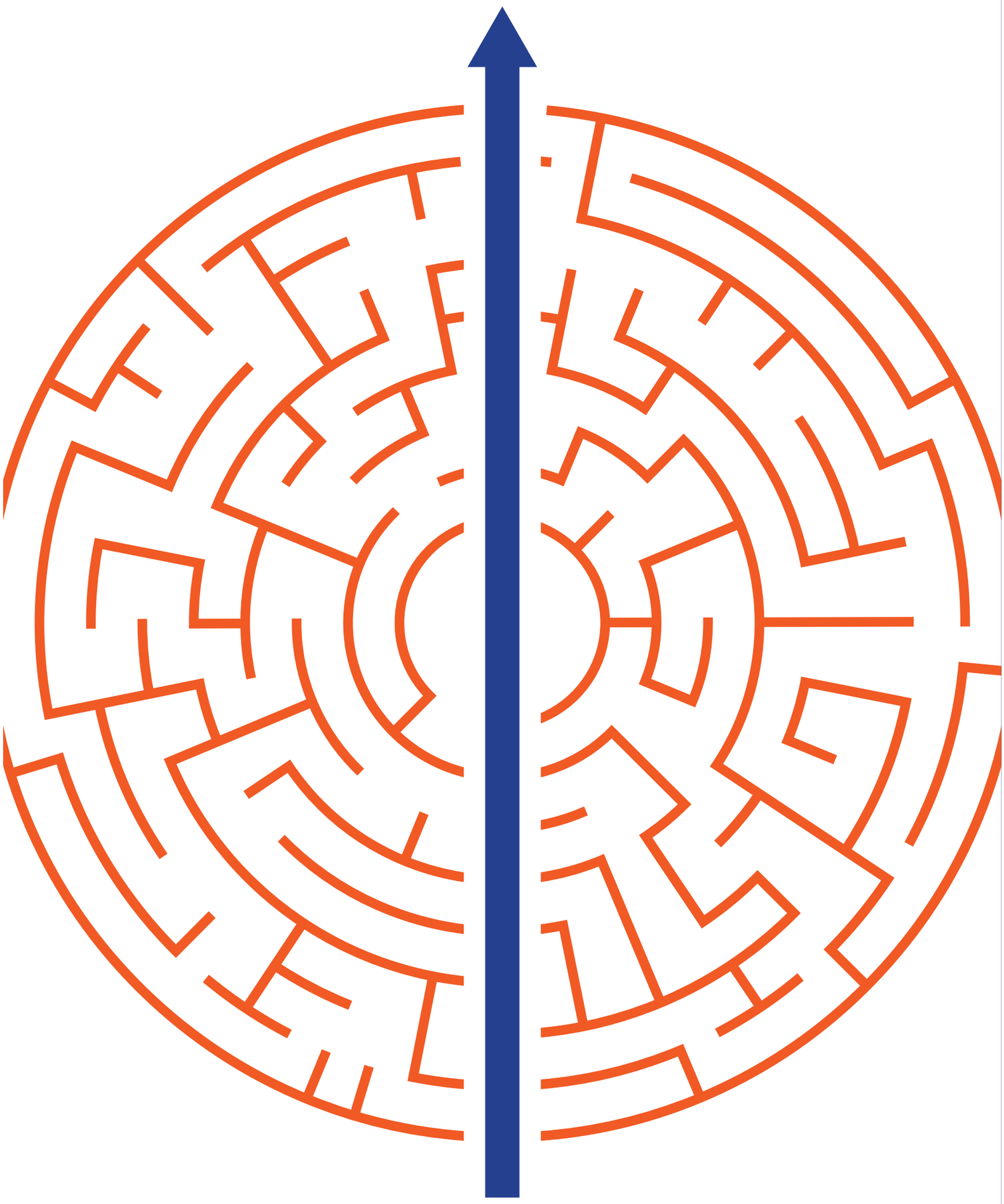
9. STARTUP INDIA TABLEAU AT REPUBLIC DAY PARADE JAN 2020



Startup India got the opportunity to showcase itself at the Republic Day Parade 2020. Startup India's tableau was one of the six tableaus from the Departments of Government of India, selected to be showcased at the 71st Republic Day celebrations.

The tableau of Startup India was built on the theme 'Startups: Reach for the Sky'. It showcased various stages of the lifecycle of a startup and the all-round support provided by the Government in this journey. The tableau depicted how ideas come to life and how the innovations that emerge positively affect lives of the citizens of India. The objective was to inspire and motivate the creative youth of India to follow their dreams, to generate wealth, and become job creators instead of job seekers.

The front portion of the tableau depicted a creative mind, full of ideas to solve real world problems. The leaves of the 'Startup India Tree' in the middle represented various kinds of support provided to startups. The staircase denoted the stages of growth of a startup – proving a concept, creating a prototype, preparing a business plan, building a team, launching into markets, and eventually scaling up. The wheel at the rear depicted varied sectors of economy where Indian startup entities have driven economic growth and created employment opportunities at large scale. The map of India represented the spread of the startup movement, steadily reaching the semi-urban and rural areas. The wheel and the map together depicted the width and depth of the Startup India movement in the country.



GLOSSARY

AB-PMJAY	Ayushman Bharat Pradhan Mantri Jan Arogya Yojana
AcE	Accelerating Entrepreneurs
AGC	Agriculture Grand Challenge
AI	Artificial Intelligence
AIC	Atal Incubation Centers
AIFs	Alternative Investment Funds
AIM	Atal Innovation Mission
AMRUT	Atal Mission for Rejuvenation and Urban Transformation
BHU	Banaras Hindu University
CBDT	Central Board of Direct Taxes
CII	Confederation of Indian Industry
CoS	Committee of Secretaries
CPPP	Central Portal for Public Procurement
CSIR	Council of Scientific & Industrial Research
DEA	Department of External Affairs
DFID	Department for International Development
DoR	Department of Revenue
DPIIT	Department for Promotion of Industry and Internal Trade
DRDO	Defence Research and Development Organisation
DST	Department of Science and Technology
EC	Evaluation Committees
EDF	Electronic Development Fund
EIC	Established Incubation Centers
EMD	Earnest Money Deposit
EODB	Ease of Doing Business
EPFO	Employees' Provident Fund Organisation
ESIC	Employees' State Insurance Corporation
ESOP	Employee Stock Option Plan
EU	European Union
FFS	Fund of Funds
FSF	Fast-track Startup Fund
FVCI	Foreign Venture Capital Investor
GeM	Government e-Marketplace
GFR	General Financial Rules
GST	Goods and Services Tax
GSTIN	Goods and Services Tax Identification Number
ICAR	Indian Council of Agricultural Research
ICMR	Indian Council of Medical Research
IIM	Indian Institute of Management
IIT	Indian Institute of Technology
IITF	India International Trade Fair
IMB	Inter- Ministerial Board
INSPIRE	Innovation in Science Pursuit for Inspired Research
IoT	Internet of Things
IPR	Intellectual Property Rights

ISB	Indian School of Business
JDI	Joint Declaration of Intent
KOTRA	Korea Trade-Investment Promotion Agency
LLP	Limited Liability Partnership
MCA	Ministry of Corporate Affairs
MEITY	Ministry of Electronics and Information Technology
MHRD	Ministry of Human Resource Development
ML	Machine Learning
MNRE	Ministry of New and Renewable Energy
MNRE	Ministry of New and Renewable Energy
MoEFCC	Ministry of Environment, Forest and Climate Change
MoLE	Ministry of Labour and Employment
MoMSME	Ministry of Micro, Small and Medium Enterprises
MSME	Micro, Small and Medium Enterprises
NALSAR	National Academy of Legal Studies and Research
NBFC	Non-Banking Financial Companies
NCLT	National Company Law Tribunal
NCR	National Capitol Region
NHA	National Health Authority
NIF	National Innovation Foundation
NIPER	National Institute of Pharmaceutical Education and Research
NSG	National Security Guards
PAN	Permanent Account Number
PM-JAY	Pradhan Mantri Jan Arogya Yojana
PoC	Proof of Concept
R&D	Research & Development
RBI	Reserve Bank of India
RFP	Request for Proposal
SDG	Sustainable Development Goals
SEBI	Securities and Exchange Board of India
SETU	Self-Employment and Talent Utilization Programme
SIDBI	Small Industries Development Bank of India
SILP	Startup India Learning Programme
SINE	Society for Innovation and Entrepreneurship
SOFTEX	Software Export Declaration
SPOC	Single Point of Contact
SRF	States Ranking Framework
TAN	Tax Deduction and Collection Account Number
TBI	Technology Business Incubators
TDS	Tax Deducted at Source
TIZ	Technology Innovation Zone
UAY	Uchchatar Avishkar Yojana
USD	United States Dollar
VC	Venture Capital
VCF	Venture Capital Funds
VR	Virtual Reality

ACKNOWLEDGEMENTS



Dr. Guruprasad Mohapatra

Secretary, Department for Promotion of Industry and Internal Trade



Anil Agrawal

Joint Secretary, Department for Promotion of Industry and Internal Trade



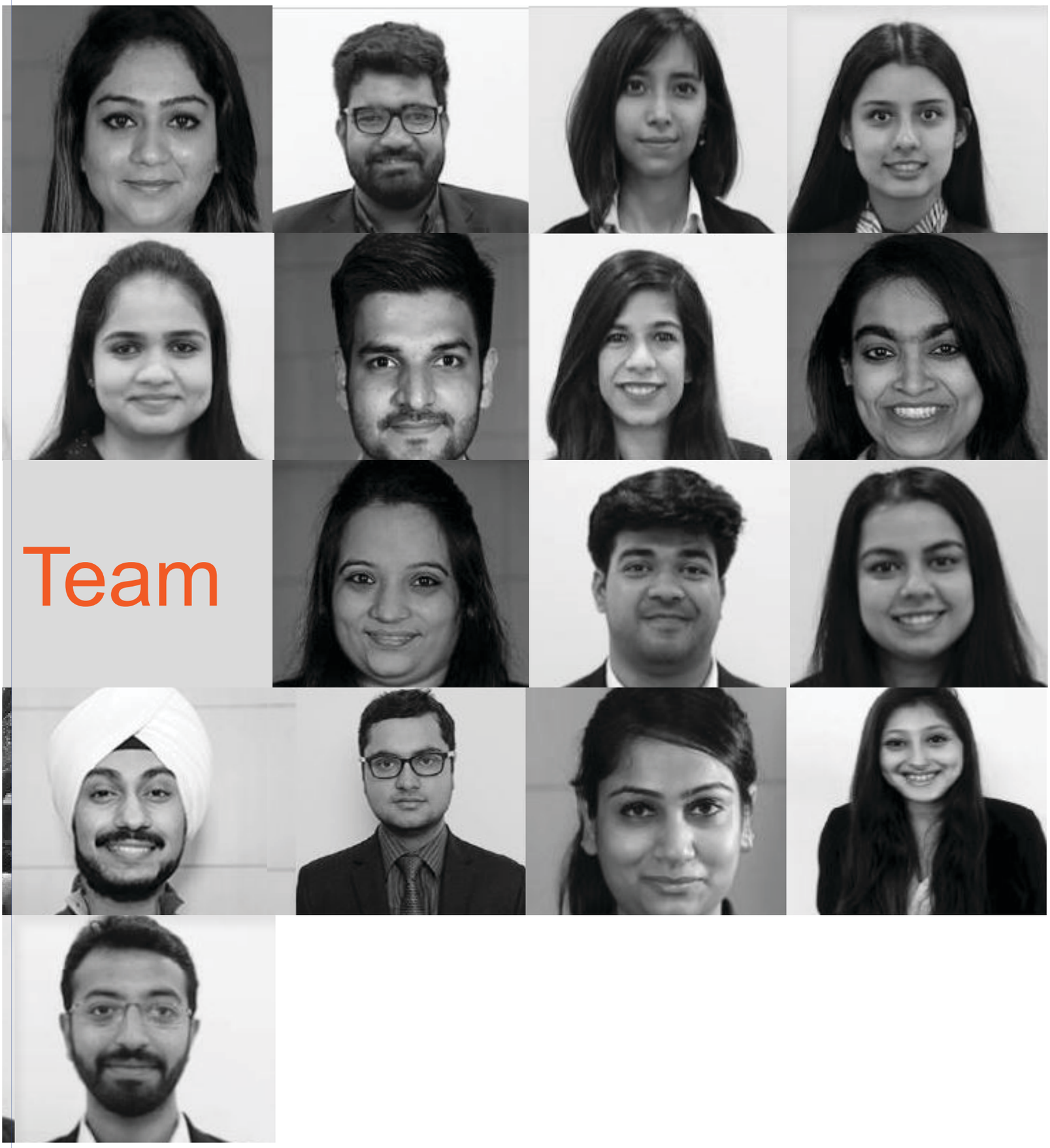
Shruti Singh

Director, Department for Promotion of Industry and Internal Trade



Startup India

Team



#startupindia

CONTACT US

www.startupindia.gov.in

dipp-startups@nic.in

1800-115-565