

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE
RAJYA SABHA**

**UNSTARRED QUESTION NO. 1333.
TO BE ANSWERED ON FRIDAY, THE 06TH DECEMBER, 2024.**

STARTUP INDIA INITIATIVE

**1333. Dr. K. Laxman:
Shri Narayana Koragappa:
Shri Lahar Singh Siroya:
Shri Brij Lal:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) the measures taken by Government for ensuring that the benefits of the Startup India initiative, such as the Credit Guarantee Scheme for Startups and the Startup India Seed Fund Scheme, are effectively reaching startups in tier 2 and tier 3 cities; and
- (b) the strategies adopted by Government to further enhance job creation, particularly in sectors beyond technology, and ensure sustainable growth within these startups?

**ANSWER
THE MINISTER OF COMMERCE & INDUSTRY
(SHRI PIYUSH GOYAL)**

- (a):** The Government with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country launched the Startup India initiative on 16th January 2016.

For effective implementation of Startup India initiative across the country, the Government unveiled Startup India Action Plan comprising of schemes and incentives envisaged to create a vibrant startup ecosystem in the country. The Action Plan comprises of 19 action items spanning across areas such as “Simplification and handholding”, “Funding support and incentives” and “Industry-academia partnership and incubation”.

These programs are implemented on a Pan-India basis with certain specific outreach and awareness measures for tier 2 and tier 3 cities. Such measures *inter-alia* include capacity building and handholding, ecosystem development and international linkages. The details of such measures are placed as **Annexure-I**.

- (b):** Under the Startup India initiative, the Government constantly undertakes various efforts for the development and growth of startup ecosystem and to enhance job creation in the country.

The flagship Schemes namely, Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme (SISFS) and Credit Guarantee Scheme for Startups (CGSS) support startups at various stages of their business cycle. The Government also implements

periodic exercises and programs including States' Startup Ranking, National Startup Awards, and Innovation Week which play an important role in the holistic development of the startup ecosystem. Initiatives to improve market access and enable public procurement support startups in growing and scaling up their businesses. Digital platforms such as the Startup India Hub portal and Bharat Startup Knowledge Access Registry (BHASKAR) enable easy access to resources and startup ecosystem collaboration. These measures are complemented by regulatory reforms and other ecosystem development events and programs.

As a result, entities recognised as startups by the Department for Promotion of Industry and Internal Trade (DPIIT) as per eligibility conditions prescribed under G.S.R. notification 127 (E) dated 19th February 2019 have reportedly created over 16.6 lakh direct jobs across more than 55 varied industries which include areas beyond technology as well. The industry-wise list of direct jobs created by recognized startups (self-reported) is placed as **Annexure-II**.

ANNEXURE REFERRED TO IN REPLY TO PART (a) OF THE RAJYA SABHA UNSTARRED QUESTION 1333 FOR ANSWER ON 06.12.2024.

The details of various measures being undertaken to ensure that the benefits of the Startup India initiative are effectively reaching startups across the country:

1. Capacity Building and Handholding

Capacity building workshops are undertaken throughout the year across regions including non-metro cities under the States' Startup Ranking ('SRF') exercise to promote and handhold States and UTs in developing regional ecosystems. Monitoring, capacity development, and handholding sessions are also conducted specifically for incubators beyond metro cities and regions.

2. Outreach and Awareness

Outreach and awareness activities for startups are organized across the country including in areas beyond metropolitan cities. These activities include encouraging entrepreneurs from non-metropolitan cities and enabling opportunities for funding, incubation, mentorship and business linkages in collaboration with State/UT administrations. Various startup showcases are also organised where startups pitch their business proposals to investors and participate in capacity building activities. The programs implemented under the Startup India initiative are also propagated through various social media platforms.

3. Ecosystem Development Events and Programs

Various national ecosystem development events and programs are held such as the Startup Mahakumbh, which fosters innovation and entrepreneurship by bringing the ecosystem together from various parts of the country; ASCEND (Accelerating Startup Caliber & Entrepreneurial Drive) sensitization workshops on startups and entrepreneurship are conducted across North Eastern States to support upcoming entrepreneurs from the region; and the Startup India Innovation week is held around the National Startup Day i.e., 16th January, to celebrate entrepreneurship and promote innovation with stakeholders from across India.

4. International Exposure and Linkages

The Startup20 Engagement Group was institutionalised under India's G20 Presidency to facilitate harmonisation and cross collaboration amongst the largest global economies. The meetings and engagements of Startup20 Engagement Group under India's G20 Presidency were held across the country providing access to global market, visibility and resources of India's regional startup ecosystems. International linkages are further developed through international Government to Government partnerships, participation in international forums, hosting of global events, and international bridges with different countries that aid in promoting cross collaboration.

5. Encouraging Ecosystem Collaboration

The Government launched the Startup India Hub portal for stakeholders of the entrepreneurial ecosystem in India to discover resources, information, and various benefits under the Startup India initiative on a common digital platform. This portal enables various programs and initiatives to be accessed digitally, improving accessibility for entrepreneurs and startups even from non-metro cities and regions. Further, the Government has launched the Bharat Startup Knowledge Access Registry (BHASKAR) which is a platform designed to centralize, streamline, and enhance collaboration among key stakeholders within the entrepreneurial ecosystem, which is enabling startups and entrepreneurs from non-metro cities and regions to connect with the larger startup ecosystem.

ANNEXURE-II**ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE RAJYA SABHA UNSTARRED QUESTION 1333 FOR ANSWER ON 06.12.2024.**

Industry-wise details of direct jobs created by entities recognised as startups by DPIIT as of 31st October 2024 (self-reported):

S.No.	Industry	Number of direct jobs
1.	Advertising	11,839
2.	Aeronautics Aerospace & Defence	12,801
3.	Agriculture	83,307
4.	Artificial Intelligence (AI)	23,918
5.	Airport Operations	1,205
6.	Analytics	9,450
7.	Animation	2,104
8.	AR VR (Augmented + Virtual Reality)	5,848
9.	Architecture Interior Design	10,326
10.	Art & Photography	4,441
11.	Automotive	39,535
12.	Biotechnology	3,557
13.	Chemicals	16,675
14.	Computer Vision	2,484
15.	Construction	88,702
16.	Dating Matrimonial	717
17.	Design	9,039
18.	Education	90,414
19.	Enterprise Software	24,899
20.	Events	5,503
21.	Fashion	24,253
22.	Finance Technology	56,819
23.	Food & Beverages	88,468
24.	Green Technology	27,808
25.	Healthcare & Lifesciences	1,47,639
26.	House-Hold Services	17,530
27.	Human Resources	87,983
28.	Indic Language Startups	3,453
29.	Internet of Things	14,885
30.	IT Services	2,04,119
31.	Logistics	11,608
32.	Marketing	29,685
33.	Media & Entertainment	20,515
34.	Nanotechnology	1,850
35.	Non- Renewable Energy	12,856
36.	Other Specialty Retailers	14,179
37.	Others	28,278
38.	Passenger Experience	252
39.	Pets & Animals	3,054

S.No.	Industry	Number of direct jobs
40.	Professional & Commercial Services	94,060
41.	Real Estate	15,873
42.	Renewable Energy	41,523
43.	Retail	33,114
44.	Robotics	5,956
45.	Safety	9,245
46.	Security Solutions	27,907
47.	Social Impact	7,973
48.	Social Network	5,136
49.	Sports	6,500
50.	Technology Hardware	50,894
51.	Telecommunication & Networking	16,524
52.	Textiles & Apparel	38,867
53.	Toys and Games	4,802
54.	Transportation & Storage	30,509
55.	Travel & Tourism	23,828
56.	Waste Management	12,810
TOTAL		16,67,519
