

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

**UNSTARRED QUESTION NO. 1491.
TO BE ANSWERED ON FRIDAY, THE 12TH DECEMBER, 2025.**

STRENGTHENING STARTUP ECOSYSTEM

**1491. SHRI MASTHAN RAO YADAV BEEDHA:
SHRI AYODHYA RAMI REDDY ALLA:**

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

- (a) whether Government proposes to establish a single nodal agency to coordinate all schemes aimed at strengthening the Startup ecosystem in the country;
- (b) if so, the details thereof;
- (c) whether Government has plans to encourage more Startups to register on Government e-Marketplace (GeM) portal to support their growth;
- (d) if so, the details thereof;
- (e) whether Government proposes to simplify the registration process for Startups by reducing the eligibility criteria for Department for Promotion of Industry and Internal Trade (DPIIT) recognition; and
- (f) if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a) & (b):** The Government with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging investments launched the Startup India initiative on 16th January 2016. The Government also unveiled a Startup India Action Plan comprising of schemes and incentives envisaged to create a vibrant startup ecosystem in the country.

The Department for Promotion of Industry and Internal Trade (DPIIT) by way of the Government of India (Allocation of Business) Rules, 1961 is the Department responsible for matters relating to startups, thereby implements the Startup India initiative. With the objective of ensuring a whole-of-government approach, the efforts are complemented by sector specific interventions for startups by various line Ministries and Departments for realising the objectives of Startup India Action Plan in a coordinated manner.

- (c) & (d):** Under the Startup India initiative, capacity-building workshops and training programs are conducted for DPIIT recognised startups and startup enablers to encourage them to effectively utilise the Government e-Marketplace (GeM) platform. The primary

objective of these workshops is to equip startups with the necessary insights and practical tools to effectively utilize the GeM platform for business growth. Key areas of focus during the sessions include seller registration, product catalog upload and management, bid participation, order fulfilment, and invoice generation.

As a result of such efforts, more than 34,400 DPIIT recognised startups have been on-boarded on Government e-Marketplace (GeM) and over 4.8 lakh orders from public entities have been placed to the recognised startups with a cumulative value of over Rs. 47,500 crore as on 31st October 2025.

- (e) & (f):** Over the years, the eligibility criteria for an entity to be recognised as ‘startup’ by DPIIT have been progressively moderated and the registration process simplified to enhance accessibility. The application process for startup recognition under the Startup India initiative has been digitised through the National Single Window System (NSWS), enabling online submission and real-time tracking of application. The application process is also based on simple self-certification. Such measures have simplified application for recognition of an entity as a startup. As a result of such measures, more than 1.97 lakh entities have been recognised as startups by DPIIT as on 31st October 2025.
