

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

**UNSTARRED QUESTION NO. 2212.  
TO BE ANSWERED ON WEDNESDAY, THE 02<sup>ND</sup> AUGUST, 2023.**

**START UP INDIA SCHEME IN ASSAM**

**2212. SHRI KRIPANATH MALLAH:**

Will the Minister of **COMMERCE AND INDUSTRY** be pleased to state:

**वाणिज्य एवं उद्योग मंत्री**

- (a) the salient features of the Start up India Initiative;
- (b) the details of the funds sanctioned, allocated and utilized under this initiative within Assam so far;
- (c) the details of various programmes undertaken by the Government to promote start ups across the country including Assam under Start up India initiative;
- (d) the details of the number of entities recognized as start ups under this initiative within Assam so far;
- (e) the details of the target set along with its response within the country; and
- (f) the steps being taken by the Government to promote this initiative especially in rural areas of Assam?

**ANSWER**

**वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्री सोम प्रकाश)**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI SOM PARKASH)**

**(a) & (b):** In order to build a strong ecosystem for nurturing innovation, startups and encouraging private investments in the startup ecosystem of the country, the Government launched the Startup India initiative on 16<sup>th</sup> January 2016.

In order to meet these objectives, the Government unveiled an Action Plan for Startups 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”.

For attaining specific targets, various programs are implemented by the Government under the Startup India initiative to recognize, develop, and empower startups so that they are able to raise private investments. Sustained Government efforts in this direction have resulted in 98,119 entities being recognised as startups as on 30th April 2023.

Under the Startup India initiative, to provide capital at various stages of business cycle of a startup, the Government is implementing Fund of Funds for Startups (FFS) and Startup India Seed Fund Scheme (SISFS). Both the Schemes are implemented on a pan-India basis.

The Fund of Funds for Startups Scheme was approved and established in June 2016 with a corpus of Rs 10,000 crore, with contribution spread over the 14th and 15th Finance Commission cycle based on progress of implementation, to provide much-needed boost to the Indian startup ecosystem and enable access to domestic capital. The Scheme is operationalized by Small Industries Development Bank of India (SIDBI). Under FFS, the Scheme does not directly invest in startups, instead provides capital to SEBI-registered Alternative Investment Funds (AIFs), known as daughter funds, who in turn invest money in growing Indian startups through equity and equity-linked instruments. SIDBI has been given the mandate of operating this Fund through selection of suitable daughter funds and overseeing the disbursement of committed capital. AIFs supported under FFS are required to invest at least 2 times of the amount committed under FFS in startups.

As on 30<sup>th</sup> April 2023, Rs. 9,121.20 crore has been committed to 114 AIFs by SIDBI under FFS. Specifically for the State of Assam, the AIFs supported under FFS have invested Rs. 26.47 crores in 14 startups.

The Startup India Seed Fund Scheme has been approved for the period of 4 years starting from 2021-22 with a corpus of Rs. 945 crore. The Scheme aims to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization. The Scheme is implemented from 1<sup>st</sup> April 2021. The Experts Advisory Committee (EAC), under SISFS, is responsible for the overall execution and monitoring of SISFS. The EAC evaluates and selects incubators for allocation of funds under the Scheme. As per provisions of the Scheme, the selected incubators shortlist startups based on parameters outlined in Scheme guidelines.

160 incubators have been approved so far by the EAC for support of Rs. 611.36 crore as on 30<sup>th</sup> April 2023. The approved incubators have selected 1,039 startups. Specifically for the State of Assam, Rs. 2.10 crore has been approved by the EAC to 1 incubator. The total incubators approved under the Scheme have shortlisted 14 recognised startups from the State of Assam for an approved sum of Rs. 1.49 crore.

**(c) to (f):** Startup India initiative was launched on 16th January 2016 with an objective to build a strong eco-system for nurturing innovation and startups in the country that would drive sustainable economic growth and generate large scale employment opportunities.

Sustained Government efforts in this direction have resulted in 98,119 entities being recognised as startups in the country as on 30<sup>th</sup> April 2023. Particularly for the State of Assam, 879 entities have been recognised as startups.

The details of various programs undertaken by the Government to promote startups across the country under Startup India initiative are at **Annexure-I**.

All the steps taken by Government to promote this initiative are inclusive and are implemented across states, cities, towns and rural areas. In addition, the Government has taken various initiatives, specifically for development of entrepreneurship in North Eastern States like Assam. The list of some of these initiatives is placed as **Annexure-II**.

\*\*\*\*\*

**ANNEXURE REFERRED TO IN REPLY TO PARTS (c) to (f) OF THE LOK SABHA UNSTARRED QUESTION NO. 2212 FOR ANSWER ON 02.08.2023.****The details of various programs undertaken by the Government to promote startups across the country are as under:**

- 1. Startup India Action Plan:** An Action Plan for Startup India was unveiled on 16th January 2016. 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”. The Action Plan laid the foundation of Government support, schemes and incentives envisaged to create a vibrant startup ecosystem in the country.
- 2. Fund of Funds for Startups (FFS) Scheme:** The Government has established FFS with corpus of Rs. 10,000 crore, to meet the funding needs of startups. DPIIT is the monitoring agency and Small Industries Development Bank of India (SIDBI) is the operating agency for FFS. The total corpus of Rs. 10,000 crore is envisaged to be provided over the 14th and 15th Finance Commission cycles based on progress of the scheme and availability of funds. It has not only made capital available for startups at early stage, seed stage and growth stage but also played a catalytic role in terms of facilitating raising of domestic capital, reducing dependence on foreign capital and encouraging home grown and new venture capital funds.
- 3. Credit Guarantee Scheme for Startups (CGSS):** The Government has established the Credit Guarantee Scheme for Startups for providing credit guarantees to loans extended to DPIIT recognized startups by Scheduled Commercial Banks, Non-Banking Financial Companies (NBFCs) and Venture Debt Funds (VDFs) under SEBI registered Alternative Investment Funds. CGSS is aimed at providing credit guarantee up to a specified limit against loans extended by Member Institutions (MIs) to finance eligible borrowers viz. DPIIT recognised startups.
- 4. Regulatory Reforms:** Over 50 regulatory reforms have been undertaken by the Government since 2016 to enhance ease of doing business, ease of raising capital and reduce compliance burden for the startup ecosystem.
- 5. Ease of Procurement:** To enable ease of procurement, Central Ministries/ Departments are directed to relax conditions of prior turnover and prior experience in public procurement for all DPIIT recognised startups subject to meeting quality and technical specifications. Further, Government e-Marketplace (GeM) Startup Runway has been developed which is a dedicated corner for startups to sell products and services directly to the Government.
- 6. Support for Intellectual Property Protection:** Startups are eligible for fast-tracked patent application examination and disposal. The Government launched Start-ups Intellectual Property Protection (SIPP) which facilitates the startups to file applications for patents, designs and trademarks through registered facilitators in appropriate IP offices by paying only the statutory fees. Facilitators under this

Scheme are responsible for providing general advisory on different IPRs, and information on protecting and promoting IPRs in other countries. The Government bears the entire fees of the facilitators for any number of patents, trademark or designs, and startups only bear the cost of the statutory fees payable. Startups are provided with an 80% rebate in filing of patents and 50% rebate in filling of trademark vis-a-vis other companies.

7. **Self-Certification under Labour and Environmental laws:** Startups are allowed to self-certify their compliance under 9 Labour and 3 Environment laws for a period of 3 to 5 years from the date of incorporation.
8. **Income Tax Exemption for 3 years:** Startups incorporated on or after 1st April 2016 can apply for income tax exemption. The recognized startups that are granted an Inter-Ministerial Board Certificate are exempted from income-tax for a period of 3 consecutive years out of 10 years since incorporation.
9. **International Market Access to Indian Startups:** One of the key objectives under the Startup India initiative is to help connect Indian startup ecosystem to global startup ecosystems through various engagement models. This has been done through international Government to Government partnerships, participation in international forums and hosting of global events. Startup India has launched bridges with over 17 countries that provides a soft-landing platform for startups from the partner nations and aid in promoting cross collaboration.
10. **Faster Exit for Startups:** The Government has notified Startups as 'fast track firms' enabling them to wind up operations within 90 days vis-a-vis 180 days for other companies.
11. **Startup India Hub:** The Government launched a Startup India Online Hub on 19th June 2017 which is one of its kind online platform for all stakeholders of the entrepreneurial ecosystem in India to discover, connect and engage with each other. The Online Hub hosts Startups, Investors, Funds, Mentors, Academic Institutions, Incubators, Accelerators, Corporates, Government Bodies and more.
12. **Exemption for the Purpose Of Clause (VII)(b) of Sub-section (2) of Section 56 of the Act (2019):** A DPIIT recognized startup is eligible for exemption from the provisions of section 56(2)(viib) of the Income Tax Act.
13. **Startup India Showcase:** Startup India Showcase is an online discovery platform for the most promising startups of the country chosen through various programs for startups exhibited in a form of virtual profiles. The startups showcased on the platform have distinctly emerged as the best in their fields. These innovations span across various cutting-edge sectors such as Fintech, EnterpriseTech, 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.

14. **National Startup Advisory Council:** The Government in January 2020 notified constitution of the National Startup Advisory Council to advise the Government on measures needed to build a strong ecosystem for nurturing innovation and startups in the country to drive sustainable economic growth and generate large scale employment opportunities. Besides the ex-officio members, the council has a number of non-official members, representing various stakeholders from the startup ecosystem.
15. **Startup India: The Way Ahead:** Startup India: The Way Ahead at 5 years celebration of Startup India was unveiled on 16th January 2021 which includes actionable plans for promotion of ease of doing business for startups, greater role of technology in executing various reforms, building capacities of stakeholders and enabling a digital Aatmanirbhar Bharat.
16. **Startup India Seed Fund Scheme (SISFS):** Easy availability of capital is essential for entrepreneurs at the early stages of growth of an enterprise. The capital required at this stage often presents a make-or-break situation for startups with good business ideas. The Scheme aims to provide financial assistance to startups for proof of concept, prototype development, product trials, market entry and commercialization. Rs. 945 crore has been sanctioned under the SISFS Scheme for period of 4 years starting from 2021-22.
17. **National Startup Awards (NSA):** National Startup Awards is an initiative 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. Handholding support is provided to all the finalists across various tracks viz. Investor Connect, Mentorship, Corporate Connect, Government Connect, International Market Access, Regulatory Support, Startup Champions on Doordarshan and Startup India Showcase, etc.
18. **States' Startup Ranking Framework (SRF):** States' Startup Ranking Framework is a unique initiative to harness strength of competitive federalism and create a flourishing startup ecosystem in the country. The major objectives of the ranking exercise are facilitating states to identify, learn and replace good practices, highlighting the policy intervention by states for promoting startup ecosystem and fostering competitiveness among states.
19. **Startup Champions on Doordarshan:** Startup Champions program on Doordarshan is a one-hour weekly program covering stories of award winning/ nationally recognised startups. It is telecasted in both Hindi and English across Doordarshan network channels.
20. **Startup India Innovation Week:** The Government organises Startup India Innovation week around the National Startup Day i.e., 16th January, with the primary goal was to bring together the country's key startups, entrepreneurs, investors, incubators, funding entities, banks, policymakers, and other national/international stakeholders to celebrate entrepreneurship and promote innovation.

21. **The Startup India Investor Connect Portal** has been co-developed under the Startup India Initiative with SIDBI, serving as an intermediary platform that links startups and investors in order to help entrepreneurs from various industries, functions, stages, regions, and backgrounds in mobilizing capital. The portal has been built with the aim to enable in particular; early-stage startups located anywhere in the country to showcase themselves to leading investors/ venture capital funds. Currently, 82 Alternative Investment Funds (AIFs) and more than 1,900 startups have already registered on the platform.
22. **National Mentorship Portal (MAARG)**: In order to facilitate accessibility to mentorship for startups in every part of the country, the Mentorship, Advisory, Assistance, Resilience, and Growth (MAARG) program has been developed and launched under the Startup India Initiative.
23. **ASCEND**: Under ASCEND (Accelerating Startup Caliber & Entrepreneurial Drive), sensitization workshops on startups and entrepreneurship were conducted for all eight North Eastern States with the objective to capacitate and augment knowledge on key aspects of entrepreneurship and continue efforts towards creating a robust startup ecosystem in these States.
24. **Startup20 Engagement Group**: As a result of India's belief in startup ecosystem, a Startup20 Engagement Group under India's G20 Presidency has been institutionalised which is working towards harmonisation and cross collaboration amongst the largest global economies. The engagement group acts as the voice of the global startup ecosystem bringing together varied stakeholders on a common platform. The group aims to support startups by enabling synergies between startups, corporates, investors, innovation agencies and other key ecosystem stakeholders internationally and to create global synergies.

\*\*\*\*\*

**ANNEXURE REFERRED TO IN REPLY TO PARTS (c) to (f) OF THE LOK SABHA UNSTARRED QUESTION NO. 2212 FOR ANSWER ON 02.08.2023.****List of initiatives undertaken by the Government specifically for promotion of entrepreneurship in Assam is as under:**

1. **ASCEND Startup Workshop Series and Women for Startups Workshops:**  
The Government organized a series of startup workshops – ASCEND (Accelerating Startup Calibre & Entrepreneurial Drive), for the entrepreneurs, aspiring entrepreneurs, and students from North-eastern region. In addition, the workshops are being conducted with a specific focus on women entrepreneurs across the north-eastern states. The workshops were organized during the month of November 2022 and December 2022 in Manipur, Assam, Meghalaya, Mizoram, Arunachal Pradesh, Nagaland, Sikkim, and Tripura. The workshops witnessed participation of over 11,000 ecosystem stakeholders such as government officials, startups, aspiring entrepreneurs, investors, academic institutions, etc.
2. **North-East Region Entrepreneurship & Startup Summit (NERES):** Ministry of Skill Development and Entrepreneurship organised NERES, an entrepreneurship and startup summit aimed at offering a platform to promising startups and aspiring entrepreneurs across North-East Region (NER). The objective of NERES was aimed at stirring up entrepreneurial minds across the NER states and promotes startup entrepreneurs by offering them a platform to pitch their business ideas and also addressing various challenges faced by the startups. The programme provided a platform for aspiring and existing entrepreneurs/startups to participate and showcase their business ideas and plan. It also helped them to learn more about the good practices and network with fellow startups. The programme has paved the way for startups and entrepreneur to seek support from mentors and an ecosystem that support their business growth.
3. **Knowledge Exchange Workshops:** DPIIT organized knowledge exchange workshops for dissemination of good practices and mutual learning among States and UTs.
  - i. In year 2018, two-days knowledge exchange workshops were organized in leading incubators in the country. The workshops offered an opportunity for participating States and UTs to interact with each other, exchange best practices, interact with leading Startups, investors, and incubators. State Government officials from Assam, Tripura, Manipur, and Meghalaya participated in Hyderabad (Telangana). State Government officials from Nagaland and Sikkim participated in workshops in Vishakhapatnam (Andhra Pradesh).
  - ii. In year 2019, State Government officials from Mizoram participated in workshop organized in Maharashtra. State Government officials from Assam, Arunachal Pradesh, and Nagaland participated in workshop organized in Kerala.
  - iii. International Exposure Visits (2019): with the objective to enable the states to understand and assimilate best practices from these international ecosystems and assist in implementation of these practices in their respective ecosystems, visits across two locations – San Francisco, California, and Seattle, Washington in the months of September-October 2019 were organized. Officials from Assam were a part of this delegation.

- iv. In year 2020, a 5-day virtual capacity building program was conducted in June 2021 as part of Knowledge Exchange Week 2021. The workshops saw participation from over 130+ state government officials from 34 States and Union Territories of India, including all the North-Eastern States.
  - v. For the States' Startup Ranking exercise 2022, the Government organised knowledge exchange workshop in Meghalaya (Shillong) in November 2022, wherein the sessions were delivered by eminent speakers from multiple state governments and startup ecosystems stakeholders and saw participation of government officials from across the country including from north-eastern region.
4. **Startup India Yatra Initiative:** Startup India launched Startup India Yatra in 2017 to promote entrepreneurship in rural and non-metro regions across States. Under this program, grassroot Startup aspirants were provided incubation, mentorship, and funding support. As part of the program, bootcamps were organized in tier-2 and tier-3 districts of the state where participants attended ideation workshops and pitch their ideas. As a part of this initiative, bootcamps were organized in Manipur, Assam, Tripura, Arunachal Pradesh, Meghalaya, Mizoram, and Nagaland. More than 6600 individuals from 44 districts of these 7 states were reached under Startup Yatra. 179 incubation offers were extended along with a funding support of Rs. 20.1 lakhs.
5. **WING:** As a part of DPIIT's program WING - a capacity development program for existing and aspiring women entrepreneurs was conducted in Guwahati, Assam which saw participation from 45 attendees and, in Kohima, Nagaland which saw participation from 114 attendees across two parallel workshops. The participants were given mentoring sessions in the following areas:
  - i. Venture Ideation and Business Model Validation
  - ii. Governance: Legal/Compliance
  - iii. Marketing/Branding: Creating differential
  - iv. Finance & Financial Decisions
  - v. Mastering Customer Acquisition Strategy & Scaling-up
6. **Azadi Ka Amrit Mahotsav (Startup Sensitization Training in Meghalaya & Assam):** The Central Government along with State Government of Assam, participated in the Vanijya Utsav celebrations in Assam held on 22<sup>nd</sup> September 2021 at Guwahati. The Government presented on "Schemes & Benefits for Startups" and further participated in the Startup Bootcamp hosted for the incoming cohort 3.0 of startups chosen by Assam Startup. The Startup Bootcamp was held on 23<sup>rd</sup> September 2021, Assam Startup Nest. Around 30 startups and more than 100 delegates representing multiple government departments from the state of Assam participated across both the events. The sessions were instrumental in sensitizing the startups and the delegation present about the programs under the Startup India initiative.

\*\*\*\*\*