

## UNDERSTANDING STARTUP BASICS

### 1. Startup:

- A startup is an early-stage entrepreneurial venture that aims to solve real-world problems. Its potential for significant growth and addressing societal needs attracts investors and funders.

### 2. Startup India Scheme:

- Startup India is a flagship initiative by the Government of India, focused on fostering a strong and inclusive ecosystem for innovation and entrepreneurship in the country. Since its launch in January 2016, it has introduced various programs to support entrepreneurs and promote job creation.

### 3. Unicorn:

- The term 'Unicorn' refers to exceptionally rare startups that achieve a valuation of over USD 1 billion, representing tremendous success and growth.

### 4. Seed Funding:

- Seed funding marks the initial stage of equity funding for a business venture. It is the first official funding a startup receives, and the Startup India Seed Fund Scheme, implemented from April 2021, assists startups in proof of

concept, prototype development, market-entry, and more.

### 5. Incubator:

- Incubators are crucial for nurturing startups' growth, providing essential resources like infrastructure, mentorship, and financial support. India has over 400 Incubators, primarily at nascent stages.

### 6. Pitch:

- A pitch is a concise presentation given to potential investors to introduce the startup. The goal is to spark the investors' interest in learning more about the venture.


### 7. Angel Investor:

- An angel investor is an individual or entity willing to invest in an angel fund and fulfills specific criteria, such as having a net worth of at least two crore rupees (excluding the value of the principal residence) or being a registered AIF or VCF under relevant regulations.

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## OPPORTUNITIES FOR YOUTH IN STARTUP ECOSYSTEM

opportunities for startups to innovate and cater to evolving needs.

### 1. Youthful Potential:

- The world recognizes the capabilities and vigor of Indian youth in solving complex global problems. The Government of India has attracted capital investment and innovative practices from around the globe to support the startup culture.

### 2. Startup India Scheme:

- Launched on January 16, 2016, the Startup India Scheme encourages innovation, entrepreneurship, and job creation. It provides policy, institutional, and regulatory support to startups in the country.

### 3. The Demographic Dividend:

- With about a billion Indians under the age of 35, India's average age is 29. By 2047, it is estimated that India will host 21% of the global workforce. To harness this potential, meticulous planning and execution of policies are underway.

### 4. Startup India Factsheet:

- India ranks second in the number of startups and holds the third-largest position in the global startup ecosystem. The country aims to become a \$5 trillion economy by 2025-26, with a significant contribution from startups.

### 5. Market Demand and Opportunities:

- A growing urban population in the next 25 years will generate demand in various sectors, providing ample

### 6. Knowledge-Based Digital Economy:

- The government is focusing on digitizing processes, promoting research and innovation in pharmaceuticals, and enhancing skill development in future technologies like AI, coding, and IoT.

### 7. National Logistics Policy:

- The National Logistics Policy aims to reduce logistics costs and boost ease of doing business, enhancing the startup ecosystem.

### 8. AVGC Sector:

- The AVGC sector is witnessing remarkable growth rates, offering opportunities for startups to make a mark globally.

### 9. Defense and Space Sector:

- India has transformed from a defense importer to an exporter, and the Innovations for Defence Excellence (iDEX) framework encourages innovation in the defense and aerospace sectors, involving startups and academia.

### 10. Agriculture Startups:

- The agricultural budget has increased significantly, fostering the growth of over 3000 agri-startups. Accelerator funds are supporting agri-tech startups, and initiatives like Shree Ann are benefiting small farmers and startup growth.

**Conclusion:** India's startup ecosystem is fueled by passion, integrity, and continuous growth, positioning itself as a powerful force in shaping the nation's future.

**STARTUP INDIA ACTION PLAN**

:

identifying best practices, and building a favorable policy landscape for startup ecosystems.

**1. Flourishing Startup Ecosystem:**

- Startups are the backbone of New India, fostering innovation and nurturing young entrepreneurs with fresh ideas across diverse sectors.

**2. Wide Reach and Inclusivity:**

- Startups have spread to every State and UT, covering over 660 districts and embracing diversity with around 47% of recognized startups having at least one woman director.

**3. Standard Lifecycle of Startups:**

- The Indian startup ecosystem revolves around ideation, validation, early traction, and scaling, presenting complex opportunities for growth.

**4. Startup India Action Plan:**

- The comprehensive Action Plan comprises 19 action items, including simplification and handholding, funding support, incentives, and industry-academia partnerships.

**5. DPIIT's Initiatives for Funding:**

- To address funding needs, DPIIT implements Fund of Funds for Startups (FFS), Startup India Seed Fund Scheme (SISFS), and Credit Guarantee Scheme for Startups (CGSS), offering funding throughout the startup's lifecycle.

**6. Startup Ranking Framework (SRF):**

- The SRF by DPIIT fosters mutual learning among States and UTs,

**7. National Startup Awards (NSA):**

- NSA recognizes and celebrates innovation, inclusivity, diversity, and entrepreneurship across the country.

**8. National Startup Advisory Council (NSAC):**

- The NSAC, led by the Hon'ble Minister of Commerce and Industry, collaborates with stakeholders to develop policies and programs supporting the startup ecosystem.

**9. Global Engagement through G20:**

- The institutionalization of the Startup20 Engagement Group within G20 allows India to lead globally, supporting entrepreneurship and promoting startups on an international platform.

**10. Collaborative Efforts for Growth:**

- The collective efforts of the startup ecosystem play a vital role in creating an inviting environment that empowers Indian thinkers and innovators to become job creators.

**Conclusion:**

- With a dynamic and supportive ecosystem, India's startups are poised to drive innovation and economic growth, shaping a promising future for the nation.

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## STARTUP20 ENGAGEMENT GROUP

### 1. Establishment of Startup20:

- Startup20 is an official engagement group formed under the G20 India Presidency 2023.
- It serves as a platform for diverse stakeholders in the global startup ecosystem to come together.

### 2. Objectives of Startup20:

- Startup20 aims to create a global narrative supporting startups and fostering synergies between startups, corporates, investors, innovation agencies, and other ecosystem stakeholders.
- The overarching goal aligns with India's G20 theme of "One Earth, One Family, One Future."

### 3. Policy Framework of Startup20:

- The primary objectives of the Startup20 are to harmonize global startup ecosystems for collaborative efforts while respecting the autonomy of national ecosystems to grow organically.

### Four Taskforces under Startup20 India:

#### 1. Foundation & Alliances Taskforce:

- Focuses on nurturing startups by creating partnerships, collaborations, and knowledge-sharing platforms.
- Harmonizes global startup ecosystems through consensus-based definitions.
- Establishes supportive policies for industry players and governments to collaborate with startups.

#### 2. Finances Taskforce:

- Aims to enhance startups' access to capital by providing financing and investment

platforms, especially for early-stage startups.

- Promotes pitching and networking opportunities with global investors.
- Develops investment frameworks for emerging ecosystems.

#### 3. Inclusion and Sustainability Taskforce:

- Strives to create equal opportunities for startup founders regardless of gender, race, or creed, to encourage diverse perspectives and inclusive startups.
- Supports women-led startups and organizations.
- Promotes startups working on Sustainable Development Goals (SDGs) and sustainable practices.

#### About G20:

- The Group of Twenty (G20) is a premier international economic cooperation forum.
- It plays a crucial role in shaping global economic governance and architecture.
- Founded in 1999 after the Asian financial crisis, the G20 comprises 19 countries and the European Union.
- India holds the G20 Presidency from December 2022 to November 2023.
- G20 members represent a significant portion of global GDP, trade, and population.

#### Conclusion:

- Startup20 aims to strengthen collaboration among startups worldwide, ensuring inclusive growth and sustainable practices while respecting national autonomy in fostering startup ecosystems.

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**AGRI STARTUPS: CHALLENGES AND OPPORTUNITIES****1. Vast Potential in Agri-Startups:**

- Agri-startups will play a crucial role in transforming India into a knowledge-based and technology-driven economy.
- India's agricultural ecosystem offers immense untapped potential and abundant opportunities for agri-startup development.

**2. Unique Agricultural Landscape:**

- India possesses the world's second-largest arable land area of 156.06 million hectares after the United States.
- The country's diverse climate and soil types (15 agro-climatic zones, 8 major soil types) make it suitable for a wide range of crops.

**3. Leading Agricultural Producer and Exporter:**

- India is the world's largest producer of milk, pulses, millets, and jute.
- It is the second-largest producer of rice, wheat, fruits, and vegetables, and has emerged as a leading exporter of agricultural and livestock products.

**4. Challenges in the Agricultural Sector:**

- The agricultural sector faces complex issues like shrinking landholdings, high transaction costs, difficulty in adopting modern technologies, and limited access to timely information.

**5. Agri-Startups Providing Solutions:**

- Agri-startups address these challenges through innovations, technology interventions, and real-time solutions tailored to farmers' needs.

- They operate at different stages of the agricultural value chain, classified into seven categories, including output market linkages, input supply, and post-harvest management.

**6. Policies and Promotions for Agri-Startups:**

- The Indian government launched several initiatives to promote agri-startups, such as the Agri-Business Incubator (ABIs) Centres, supporting over 100 agri-focused incubators.
- Programs like NIDHI and the Atal Innovation Mission provide funding and support for ideators and innovators, including agricultural enterprises.

**7. Investments and Intentions:**

- The International Year of Millets in 2023 presents a promising opportunity for Indian agri-entrepreneurs in the global market.
- Agri-tech startups have raised significant private equity investments, demonstrating their growth potential.

**8. Agri-Startups as Growth Engines:**

- Agri-startups offer solutions to emerging agricultural issues and contribute to India's vision of an Atmanirbhar Bharat.

**Conclusion:** Agri-startups hold the key to advancing India's agriculture sector and contributing significantly to the country's economic growth, making Atmanirbhar Bharat a reality.

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**WOMEN ENTREPRENEURSHIP IN MSME SECTOR****1. Low Work Participation Rate for Women:**

- According to the Registrar General of India, women's work participation rate stands at 25 percent, among the lowest in the world.

**2. Government Initiatives for Equal Opportunity:**

- The Government of India focuses on policies enabling equal opportunities for women, recognizing their economic participation as crucial for the country's growth.

**3. Lack of Infrastructure at Workplaces:**

- Workplaces lack proper infrastructural facilities for women, such as creche facilities, which are essential for supporting their participation in the workforce.

**4. Access to Credit Constraints for MSMEs:**

- The Expert Committee on Micro, Small, and Medium Enterprises (2019) identified a lack of access to credit as a major constraint faced by the MSME sector.

- The Ministry launched this initiative to promote inclusivity and entrepreneurship among marginalized communities.

**3. New Enterprise Creation & Employment Generation:**

- PMEGP supports women entrepreneurs in the agro-rural sector, providing credit support and subsidies. Over 2.59 lakh women entrepreneurs have benefited from this scheme.

**4. Credit Facilitation:**

- CGTMSE offers concessions of 10% in guarantee fee and enhanced guarantee coverage of 85% for loans given to women entrepreneurs.

**5. Artisan-Based Cluster Development:**

- SFURTI focuses on providing sustainable livelihoods to artisans through manufacturing collectives in the traditional sector.

**6. Coir Industry Programs:**

- Coir Board imparts training to women workers in coastal states, creating employment opportunities in manufacturing quality coir products.

**Initiatives by the Ministry of MSME:****1. Public Procurement Policy:**

- The Public Procurement Policy mandates 3% of total annual procurement by Central Ministries/Departments/CPSEs to be from women-led Micro and Small Enterprises (MSEs).

**2. Scheduled Caste and Scheduled Tribe Hub:****7. Procurement Policy for MSMEs:**



- The Ministry made it mandatory for Central Government Ministries/Departments/CPDUs to procure at least 25% of annual procurement from MSMEs, including 3% from women-owned MSMEs.

**8. Other Schemes for MSME Development:**

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- MSE-CDP, Tool Rooms & Technology Centres, SFURTI, Procurement and Marketing Support Scheme, ESDP, etc., promote and support women-owned MSMEs.

**9. Pradhan Mantri Kaushal Vikas Yojana:**

- This scheme provides training and capacity building opportunities for

prospective and existing women entrepreneurs.



**Conclusion:** The Ministry of MSME's initiatives aim to empower women entrepreneurs, promoting gender inclusivity and fostering economic growth through the development of MSMEs in India.



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**OPPORTUNITIES FOR MSMEs IN AMRIT KAAL****Investment and Turnover Criteria for MSMEs:****1. Manufacturing Enterprises:**

- Investment in Plant and Machinery or Equipment not more than Rs. 1 crore and Annual Turnover not more than Rs. 5 crore.

**2. Manufacturing Enterprises:**

- Investment in Plant and Machinery or Equipment not more than Rs. 10 crore and Annual Turnover not more than Rs. 50 crore.

**3. Manufacturing Enterprises:**

- Investment in Plant and Machinery or Equipment not more than Rs. 50 crore and Annual Turnover not more than Rs. 250 crore.

**Importance of MSMEs in India:**

- MSMEs have played a significant role in India's economic growth and job creation.
- The government has launched schemes to support MSMEs in exporting their products, adopting digital technologies, and participating in infrastructure development.

**Opportunities in Amrit Kaal:**

- Digital Transformation:** MSMEs should embrace digital technologies for competitiveness.
- Export Opportunities:** Government schemes support MSMEs in exporting their products and services.
- Infrastructure Development:** Initiatives like National Infrastructure Pipeline offer opportunities for MSMEs in infrastructure projects.

- Healthcare Sector:** MSMEs can contribute to the healthcare industry, given the importance of the sector.
- Green Energy:** MSMEs can play a role in supporting renewable energy initiatives.

**Role of MSMEs in Indian Economy:**

- MSMEs significantly contribute to GDP, employment, and exports.
- They account for over 45% of India's manufacturing output and promote exports, contributing to the balance of payments.
- MSMEs contribute to rural development by providing employment opportunities and decentralizing industries.
- They play a crucial role in socio-economic development, promoting entrepreneurship and innovation.

**Government Initiatives for the Sector:**

- Funding Support:** Credit Guarantee Fund Trust, PMEGP, and MSE-CDP provide financial assistance to MSMEs.
- Technology Upgradation:** TUFs helps MSMEs adopt modern production processes.
- Skill Development:** NSDC and Skill India Mission offer training for MSME workforce.
- Market Access:** NSIC and Public Procurement Policy support MSMEs in marketing and government procurement.
- Regulatory Support:** Udyog Aadhaar registration and MSME Facilitation Council simplify regulatory compliance.

**Government's Flagship Schemes for MSMEs:**

- Prime Minister's Employment Generation Programme (PMEGP) provides credit-linked

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subsidies for startups and new enterprises in the MSME sector.

2. Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) offers collateral-free credit to MSMEs.
3. Micro and Small Enterprises Cluster Development Programme (MSE-CDP) supports MSME clusters' development.
4. Technology Upgradation Fund Scheme (TUFS) aids technology modernization in textile and jute sectors.
5. Digital MSME Scheme encourages digital technology adoption.
6. National Manufacturing Competitiveness Programme (NMCP) enhances competitiveness through various means.
7. National Skill Development Corporation (NSDC) focuses on skill development for MSME workforce.

8. Public Procurement Policy for Micro and Small Enterprises (MSEs) mandates a 25% reservation in government procurement.

#### **MSMEs and Defence Manufacturing:**

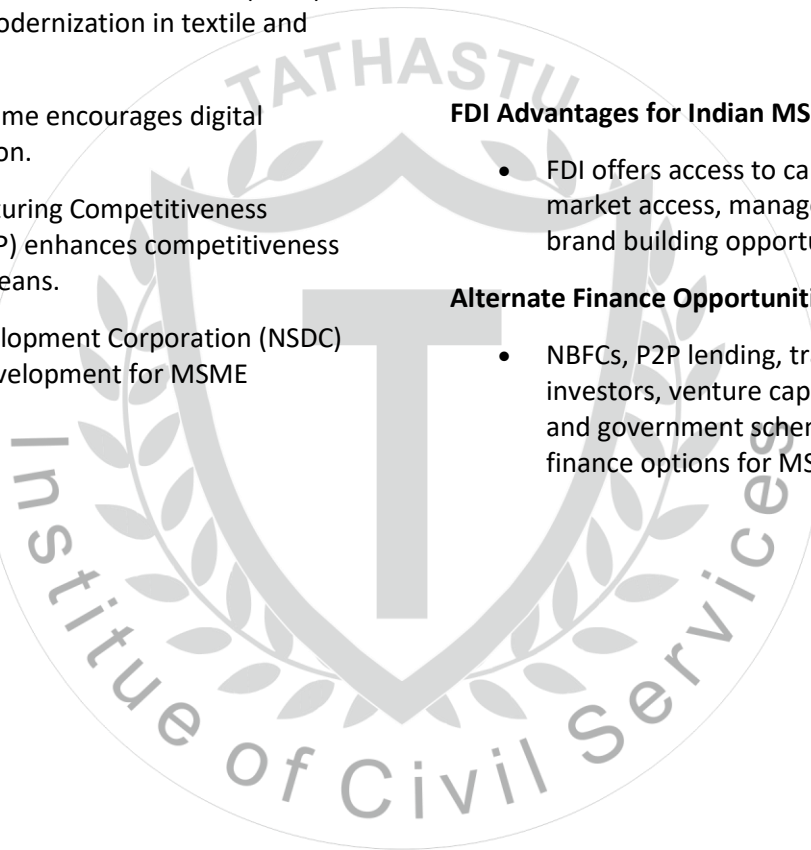
- Several government initiatives promote MSMEs' participation in defence manufacturing.
- Opportunities include offset policy, preference in defence procurement, and funding support for innovation.

#### **FDI Advantages for Indian MSMEs:**

- FDI offers access to capital, technology transfer, market access, management expertise, and brand building opportunities.

#### **Alternate Finance Opportunities for MSMEs:**



- NBFCs, P2P lending, trade credit, angel investors, venture capitalists, crowdfunding, and government schemes provide alternate finance options for MSMEs.



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**INCUBATORS-THE GROWTH ENABLERS****The Role of Incubators in Startup Growth:**

- Incubators are crucial for the development of startups as they provide essential resources like infrastructure, mentorship, and financial support to nurture and foster innovation.
- India currently has over 400 incubators, most of which are in their early stages.
- Startup India's objective is to enhance the capabilities of existing incubators and offer support in establishing new ones.

- AIM facilitates the development of world-class incubation facilities across the country, with many AICs focused on specific sectors like manufacturing, transportation, energy, health, education, agriculture, and water.

**Introduction of MAARG Portal:**

- The Department for Promotion of Industry and Internal Trade (DPIIT) launched the MAARG portal to bolster the startup ecosystem in India.
- The portal's aim is to foster a strong and inclusive ecosystem for innovation and entrepreneurship.
- MAARG is a one-stop-shop for startups across various sectors, stages, geographies, and backgrounds, providing mentorship, advisory, assistance, resilience, and growth opportunities.

**Understanding Incubators:**

- Business incubators are organizations dedicated to accelerating the growth and success of startups, especially during their early stages.
- They play a vital role in assisting entrepreneurs in building their businesses.

**The Significance of Atal Innovation Mission (AIM):**

- AIM is a flagship initiative in India aimed at promoting a culture of innovation and entrepreneurship.
- It serves as an umbrella structure to revolutionize the country's entrepreneurial ecosystem.
- AIM develops policies and programs to foster innovation in various sectors and offers collaboration opportunities to stakeholders in the entrepreneurial space.


**Atal Incubation Centres (AICs):**

- AIM supports the establishment of new greenfield incubation centers called Atal Incubation Centres.
- These AICs nurture innovative startups, guiding them towards becoming sustainable and scalable enterprises.

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