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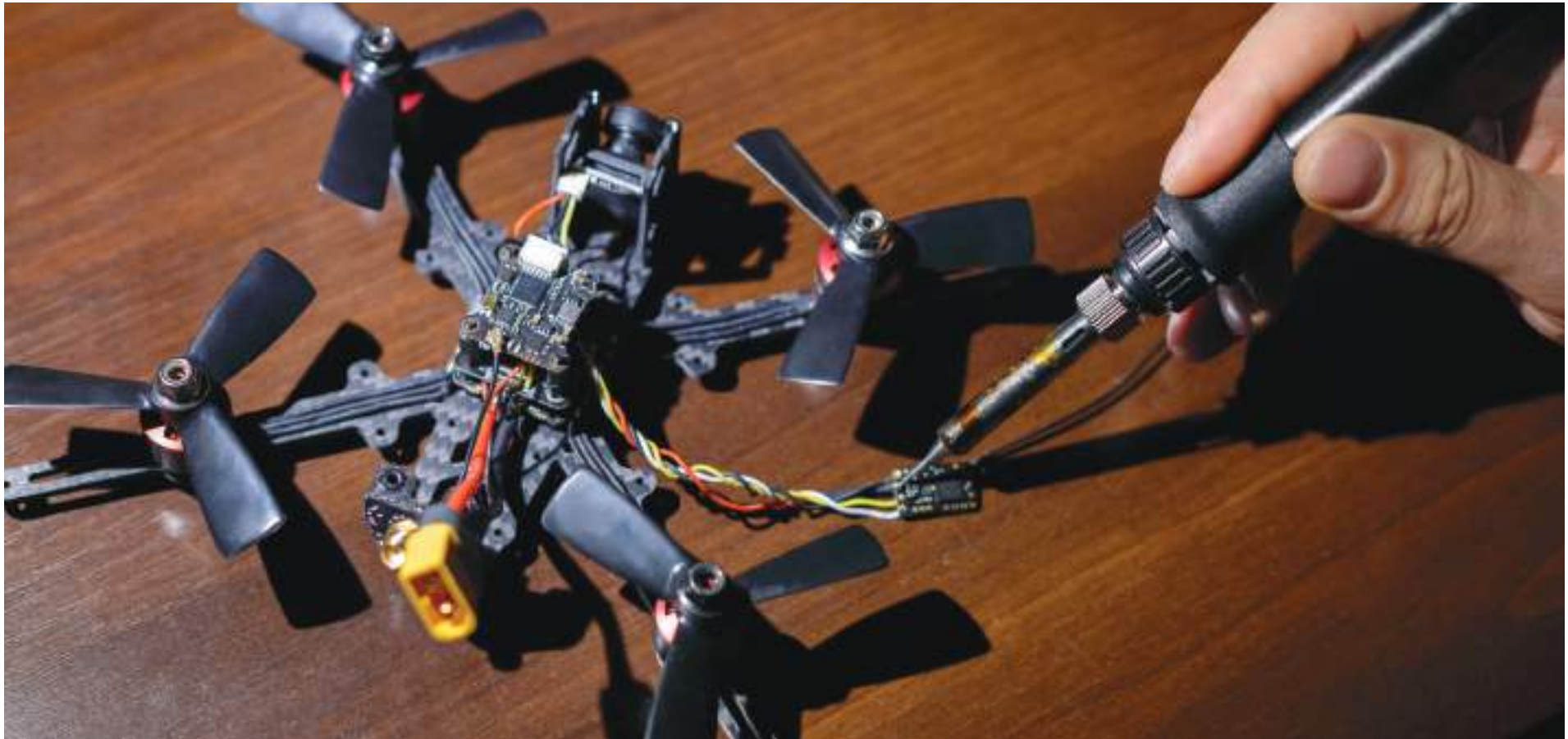
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MeitY

MINISTRY OF ELECTRONICS & IT

GOVERNMENT OF INDIA



Reinventing the information age

Creating a generation of entrepreneurs to propel India on a growth trajectory

The Government of India has created a one-stop-solution digital platform to serve startup needs efficiently through its nodal Ministry. The platform is scalable, comprehensive, modular, inclusive, and will create an impact by engaging and empowering the startup community. More than 3,000 start-ups have benefitted till now.

India is fast becoming the startup capital of the world. The Indian youth is no longer satisfied with becoming a job seeker and is fast-moving towards becoming job givers. Fired by ideas and support of technology infrastructure, it is looking for just a little support from the Government to achieve their dreams.

MeitY Startup Hub (MSH) is a high-impact initiative of the Ministry of Electronics & Information Technology (MeitY) to strengthen the startup ecosystem by integrating the MeitY resources, schemes and societies, on a single platform and providing unified single-window access and implementation for all startups initiatives and schemes of MeitY.



KEY OBJECTIVES

Creating a one-stop scalable, comprehensive, modular, inclusive, solution for startups.

Single window for implementation and coordination of all MeitY schemes and programs related to startups, innovation, investment, and entrepreneurship.

Unlocking value of assets through effective monitoring, measuring, reporting, and timely performance intervention.

Access to relevant authorities for necessary policy reforms and resolutions to enable ease of doing business for startups.

Modernizing approach to disburse financial support by possibly taking equity in exchange for funds.

Enabling International growth of Indian startups by creating linkages with global startup ecosystems and launching startup exchange programs to provide access to foreign markets and capital.

Aggregating and creating a community of deep-tech freelance experts.

Structured mentorship program.

Enhancing startup's capacity and skill development via events, knowledge series, training, workshops, and conferences.

HOW IT WAS ACHIEVED.

A programmatic approach was implemented using the 5P framework of Policy, People, Programs, Process, and Platform.

Policy:

Goal- To address start-ups needs with speed.

Action- Structuring of MeitY Startup Hub (MSH) as an independent Business Division to give autonomy.

People:

Goal- Building a team of professionals with relevant knowledge, expertise and passion for startups.

Action- Recruited a professional CEO with international and domestic experience in investments and built a team of professionals from various parts of India with complementary skills and expertise

Programs:

Goal- To increase the impact of the scheme on start-ups.

Action- Created metric-based and outcome-driven schemes such as Startup Accelerator of MeitY for Product Innovation, Development and Growth (SAMRIDH) to build the accelerator ecosystem and International Market Access Program.

Process:

Goal- To bring efficiency and productivity to the process to reduce the time for program and scheme executions.

Action- Templated and standardized the process and created execution alignment.

Platform:

Goal- To increase accessibility and availability of MeitY schemes, programs and assets for start-ups pan-India.

Action- The process of creating a national start-up platform that will be an aggregator of resources and enabler of access by allowing start-ups to book resources, seats and equipment online directly will increase the Return on Investment (ROI) on scheme expenditure.



FINAL OUTCOMES

51 Technology Incubation and Development of Entrepreneurs (TIDE) centres, 26+ Centres of Excellence (COEs)

Multiple bodies/societies of MeitY, accelerator programs, and theme-based incubators integrated. 84+ challenges/Hackathons

Multiple International startup exchange/acceleration programs

50+ Corporate and Institutional partners providing funding, technical mentoring, pilot opportunities and discounted products

More than 3,000 start-ups have benefitted from the various programs and schemes of MeitY

