SAMRIDH programme

August 28, 2021

In news– Recently, the Ministry of Electronics & Information Technology (Meity) launched "Start-up Accelerators of MeitY for pRoduct Innovation, Development and growtH (SAMRIDH)" programme.

About SAMRIDH programme

- It seeks **to create a conducive platform for Indian software product star-ups** to help them scale up their businesses.
- The programme is being **implemented by MeitY Start-up Hub (MSH).**
- The initiative will not only **provide the funding support to the startups** but will also help in **bringing skill sets** together which will help them to become successful.
- SAMRIDH scheme will **pick up startups that are ready for the acceleration stage** and will provide them with **funding support, mentorship** and a lot of other support that is required by startups at this stage.
- It will focus on accelerating the **300 start-ups by providing customer connect, investor connect, and international immersion** in the next three years.
- Also, **an investment of up to Rs. 40 lakh** to the start-up based on current valuation and growth stage of the Start-Up will be provided through selected accelerators.
- It will also facilitate **equal matching investment by the accelerator / investor.**
- The programme **aims to further the Indian start-up growth** which has seen the emergence of 63 Unicorns and is now the **third largest Unicorn hub globally** with a total valuation of 168 Bn USD.

MeitY Start-up Hub (MSH)

- In order to facilitate MeitY's vision of promoting technology innovation, start-ups and creation of Intellectual Properties, a nodal entity called 'MeitY Start-up Hub' (MSH) has been set up under its aegis.

- MSH acts as a national coordination, facilitation and monitoring centre that will integrate all the incubation centres, start-ups and innovation related activities of MeitY.