

# Startup Ranking 2021

July 6, 2022

**In news-** The results of the third edition of Ranking of States on Support to Startup Ecosystems were released recently.

## **Ranking of States-**

- **For the purposes of the Ranking, States and Union Territories are classified into 5 Categories, viz.**
  1. Best Performers.
  2. Top Performers.
  3. Leaders.
  4. Aspiring Leaders.
  5. Emerging Start-up Ecosystems.
- **Gujarat and Karnataka emerged as the Best Performers** in a category of States which included NCT of Delhi. Meghalaya won the top honour among UTs and North-eastern (NE) States.
- While **Kerala, Maharashtra, Odisha** and Telangana got the **Top Performers** award among states, Jammu & Kashmir emerged as the Top Performer among UTs and NE states.
- **Assam, Punjab, Tamil Nādu**, Uttarakhand and Uttar Pradesh were adjudged the **winners in the Leaders category among states**; Andaman & Nicobar Islands, Arunachal Pradesh and Goa bagged the Leaders honour among the UTs and NE states.
- **Chhattisgarh, Delhi, Madhya Pradesh and Rajasthan** were declared as **Aspiring Leaders** among the States. Chandigarh, Dadra and Nagar Haveli & Daman and Diu, Himachal Pradesh, Manipur, Nagaland, Puducherry and Tripura were the Aspiring Leaders from the UTs and NE states.
- **Andhra Pradesh and Bihar** from States category and Mizoram and Ladakh from the UTs/NE States were clubbed under the **Emerging Start-up Ecosystem**.
- A number of initiatives of the government including JAM

(Jandhan, Aadhar, Mobile), Digital India, Gatishakti, Ease of Doing Business, **National Start-up Advisory Council, MAARG** were driving the start-up ecosystem.

- **The Department for Promotion of Industry and Internal Trade (DPIIT) has been conducting the States' Start-up Ranking Exercise since 2018** to facilitate the ease of building a start-up and doing business across the country.
- **The Exercise aims to support states and union territories in developing their start-up ecosystem** and learn from the best practices in each state and union territory.
- **The participants were evaluated across 7 broad Reform Areas consisting of 26 Action Points ranging from Institutional Support, Fostering Innovation and Entrepreneurship,** Access to Market, Incubation support, Funding Support, Mentorship Support to Capacity Building of Enablers.
- **The exercise plays a crucial role in easing the business environment for start-ups in the country.**

#### Open Network for Digital Commerce (ONDC)-

- ONDC is a public non-profit Section 8 company established by the DPIIT Ministry of Commerce to develop open e-commerce.
- Its Network will enable the display of products and services from all participating e-commerce platforms in search results across all apps on the network.
- For example, if both Amazon and Walmart's Flipkart integrate their platforms with ONDC, a user searching for a Bluetooth headset on Amazon would also see results from Flipkart on the Amazon app.
- ONDC aims to raise e-commerce penetration in the next two years to 25% of India's consumer purchases, from nearly 8% now, in a country of 1.35 billion people.

## National Start-up Advisory Council-

- DPIIT, Ministry of Commerce had constituted the NSAC 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.
- It is a one of its kind congregation wherein the policy making process is driven as part of collaboration between all the key stakeholders of the Startup ecosystem.
- It is headed by the Minister of Commerce and Industry.

## MAARG (Mentorship, Advisory, Assistance, Resilience and Growth)-

- The new coaching/mentoring programme **MAARG (Mentorship, Advisory, Assistance, Resilience and Growth)** focuses on creating profitable start-ups, improving their corporate governance, scaling up their operations, addressing funding gaps and building their brand.