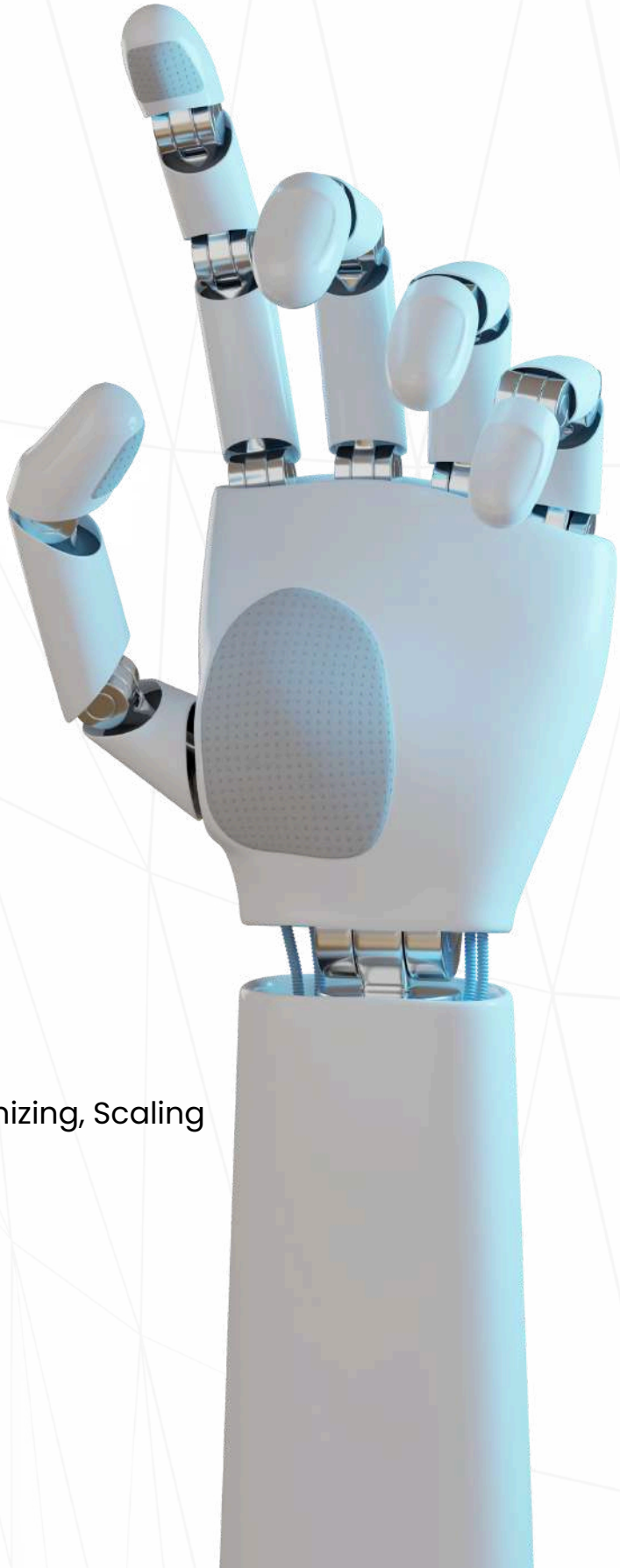
इलेक्ट्रॉनिकी एवं
सूचना प्रौद्योगिकी मंत्रालय
MINISTRY OF
ELECTRONICS AND
INFORMATION TECHNOLOGY
सत्यमेव जयते

Digital India
Power To Empower

MeitY
Startup Hub
Delivering Innovation!



MEITY STARTUP HUB NEWSLETTER

A Fresh Start towards Streamlining, Systemizing, Scaling

March 2025

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From the Desk of CEO, MSH



SHRI PS MADANAGOPAL
CEO, MeitY Startup Hub

At MeitY Startup Hub, we see ourselves as enablers in the nation's journey towards technological self-reliance and inclusive innovation. Our mission is rooted in service—to simplify, support, and strengthen India's startup ecosystem, especially for those working on transformative solutions in deeptech and digital technologies.

As a step toward greater alignment and shared ownership, all incubators and accelerators within our network are now proudly recognized as Implementation Partners (IPs) reflecting their critical role in translating vision into on-ground impact.

Through close collaboration with founders, IPs, and ecosystem stakeholders, we are working to streamline access to resources, systemize program delivery, and scale the reach and impact of innovation across the country. From the rollout of MeitY Mitra, India's first AI-powered assistant on a government platform, to tailored support for startups emerging from Tier 2 and Tier 3 cities, each step reflects our commitment to making public innovation infrastructure more responsive and inclusive.

This newsletter is a reflection of that ongoing journey—of small, steady strides made possible through shared effort. We remain deeply grateful for the trust placed in us and are committed to doing our part in strengthening the nation's innovation capacity, so that every promising idea, regardless of where it originates has the opportunity to thrive and serve the greater good.

MSH Reflections on a Transformative Year

Impact Moments at a Glance :

Over the past six months, MeitY Startup Hub has focused on enhancing India's innovation ecosystem by supporting incubators and accelerators. They have disbursed **₹49.21 crore** to 51 TIDE 2.0 Centers **(₹34.04 crore)** , 23 SAMRIDH Accelerators **(₹6.73 crore)**, and 63 GENESIS **(₹9.45 crore)** Implementing Agencies. These institutions provide startups with infrastructure, mentorship, funding, and market support, helping to build the foundation for India's digital-first future.

MeitY Startup Hub (MSH) has made remarkable strides in supporting India's startup ecosystem. ***SAMRIDH,*** a flagship initiative, reached a significant milestone by **funding in 100 startups**, strengthening the country's innovation landscape.

MeitY Startup Hub was also honored with the ***Innovation and Entrepreneurship Excellence Award*** at the 15th National Digital Transformation Awards 2024, recognizing its **national leadership in innovation**. On March 1, 2025 we were honoured with the **Growth X** Award by the Federation of Telangana Chambers of Commerce and Industry, in appreciation of our contribution to **growth** and exceptional service to society.

MSH-backed startups garnered global recognition at prominent events, with 40 startups showcasing at ***Startup Mahkaumbh*** (April 2025) 15 Startups at the ***TiE Global Summit*** (Dec 2024), followed by 16 startups featured at ***ELCINA*** (Feb 2025), 20 startups selected for ***Umagine*** (Jan 2025). These startups, chosen from **TIDE, SAMRIDH,** and **GENESIS,** demonstrated India's growing leadership in ***deep-tech innovation***.

PRAVAAH (Feb 2025), the first of it's kind **MeitY Incubator conclave summit** saw the launch of a Community Platform and Handbook by JS, MeitY that reinforced MSH's commitment to building a broader network of support for not just entrepreneurs, but also incubators.

In a defining moment, MeitY Startup Hub co-hosted the Startup Mahakumbh 2025 as the official Deeptech Partners. MeitY Secretary launched ***SAMARTH Portal 2.0***, and ***MeitY Mitra*** at Startup Mahakumbh 2025, heralding the dawn of India's deep-tech revolution and setting the stage for groundbreaking innovations in the years to come.

MSH showcased its impact at the ***Google for Startups Accelerator Demo Day,*** forged strategic collaborations with **corporates** like **Zoho, Hero MotoCorp**, **Razorpay**, **MathWorks**, **Dubai Commercity** and deeptech oriented partners like **Startup Policy Forum.** It also engaged in global dialogue with the ***Paris Club of Innovation Officers.*** Regionally, MSH boosted Tripura's startup ecosystem with the launch of the Startup Policy and Startup Spark Van, while at the PSU Transformation Conclave, MSH's CEO championed ***Corporate Startup Responsibility*** as a bold ***new CSR approach.***

MeitY Startup Hub continues to amplify its digital presence, engaging a growing community of innovators, entrepreneurs, and ecosystem enablers across platforms. Over the past year, MSH garnered impressive traction with ***45,737*** followers on LinkedIn, ***7,220*** on Twitter, ***4,289*** on Instagram, and ***2,533*** on Facebook—reflecting a significant jump in total impressions—from **1,081,135** to **2,008,474**, marking an impressive **85.88% increase.** The surge reflects MSH's expanding influence in driving India's innovation and startup ecosystem forward.

Stakeholder's POV

Dr. Sahoo emphasized the critical importance of supporting startups at every stage of their journey, from the idea phase to scaling up, ensuring they receive the right market access and funding.

He expressed optimism about the *collaboration between MeitY Startup Hub and Maruti Suzuki,* highlighting its multifaceted benefits to the startup ecosystem and how it can drive sustainable growth and innovation



DR. TAPAN SAHOO
EXECUTIVE OFFICER,
Digital Enterprise Information & Cybersecurity, Maruti Suzuki



SHWETA RAJPAL KOHLI
PRESIDENT & CEO,
Startup Policy Forum

Ms. Kohli emphasized the need for an enabling environment where founders can freely address the challenges of today.
She appreciated how *MeitY Startup Hub has successfully bridged the gap* between *venture capitalists, investors, and deep-tech startups,* helping them transition from innovation to commercialization.

As Zoho celebrates its 30th year, Ms. Krishnamoorthy shared how Zoho and MeitY Startup Hub's partnership continues to propel startups forward, regardless of their growth stage or vertical.

"The future of startups is built on disruption and innovation, and together, we aim to bring that vision to life."



KUPPULAKSHMI KRISHNAMOORTHY
GLOBAL HEAD
Zoho

Mr. Mishra discussed the enthusiastic responses to the Hero for Startups initiative, underscoring how Hero MotoCorp's collaboration as MeitY Startup Hub's mobility partner is driving change and fostering innovation within the startup ecosystem.

He highlighted *how this partnership will continue to fuel growth, bringing mobility solutions and groundbreaking ideas to the forefront of the industry.*



UTKARSH MISHRA
LEAD GLOBAL INNOVATION & STRATEGY,
Hero MotoCorp

Startup's POV

At Xera Robotics, we specialize in developing innovative unmanned marine systems to solve complex challenges in the maritime industry. Our cutting-edge technologies are not only efficient but also affordable, marking a significant advancement in the field of marine robotics.

We are deeply grateful to MeitY Startup Hub for their *unwavering belief* and support in our *deep-tech journey*. Their encouragement has been instrumental in *enabling us to push the boundaries of innovation.*

Thank you, MeitY Startup Hub, for helping us make our vision a reality.



XERA ROBOTICS
FOUNDER,
Mohana Krishnan Ethirajul



LIAPLUS AI
FOUNDER
SMRIDHI SETH

LiaPlus AI is transforming customer support with AI-powered virtual employees that enable multilingual, task-driven automation for personalized, seamless interactions.

Thanks to the support from MeitY Startup Hub under the *SAMRIDH scheme*, we're accelerating our impact and setting a new standard in customer experience.

We're grateful for MSH's belief in our vision.

FARMOLOGY is transforming Indian agriculture with patented biological solutions and AI-driven agronomy—reducing pre-harvest losses by 25% and boosting yields by 30%.

With support from MeitY Startup Hub under the SAMRIDH scheme, we're accelerating our mission to make farming more productive, sustainable, and farmer-friendly. We're grateful for their trust and backing.



FARMOLOGY
FOUNDER
Anup Ganguly



UNINO
FOUNDER
HARSHINI ZAVERI

UNINO, is committed to reduce iatrogenic conditions through affordable, tech-driven healthcare solutions.

With the support of the MeitY Startup Hub under the SAMRIDH scheme, we've accelerated the development of our AI-enabled portable chest tube drain device—enhancing patient care and minimizing complications.

We're deeply grateful for their belief in our vision and for empowering innovation in Indian healthcare.

Startup's POV

Samaaro is an AI-powered SaaS platform helping businesses scale event marketing, generate high-quality leads, and build strong sales pipelines. We're redefining how enterprises engage, grow, and turn every event into a success story.

With the support of MeitY Startup Hub under the SAMRIDH scheme, we're growing faster and delivering greater impact. We're thankful for their belief in our vision.
Thank you, MeitY Startup Hub, for helping us make our vision a reality.



SAMAARO
CO-FOUNDER
Purnank Prakash



CERATATTVA INNOTECH
FOUNDER
DR. GANESH BABU

CeraTattva InnoTech develops advanced ceramic materials that are lightweight, resilient, and built for extreme environments.

Thanks to MeitY Startup Hub, we've accelerated our deep-tech journey and got an opportunity to proudly showcased our innovation at UMAGINE TN 2025.
We're grateful for their support in powering material science breakthroughs.

ImmunitoAI is pioneering therapeutic discovery by using AI to design novel antibody drugs with targeted, pre-defined properties—accelerating the journey to life-saving treatments.

With support from MeitY Startup Hub under the SAMRIDH scheme, we're advancing faster toward a future of smarter, more effective healthcare. We're thankful for their trust and encouragement.



ImmunitoAI
CO-FOUNDER
Trisha Chatterjee



GoWatr
CO-FOUNDER
Shreekant Jha

At GoWatr, we're transforming water management with IoT-driven smart automation, providing real-time monitoring and optimized operations for sustainable resource utilization.

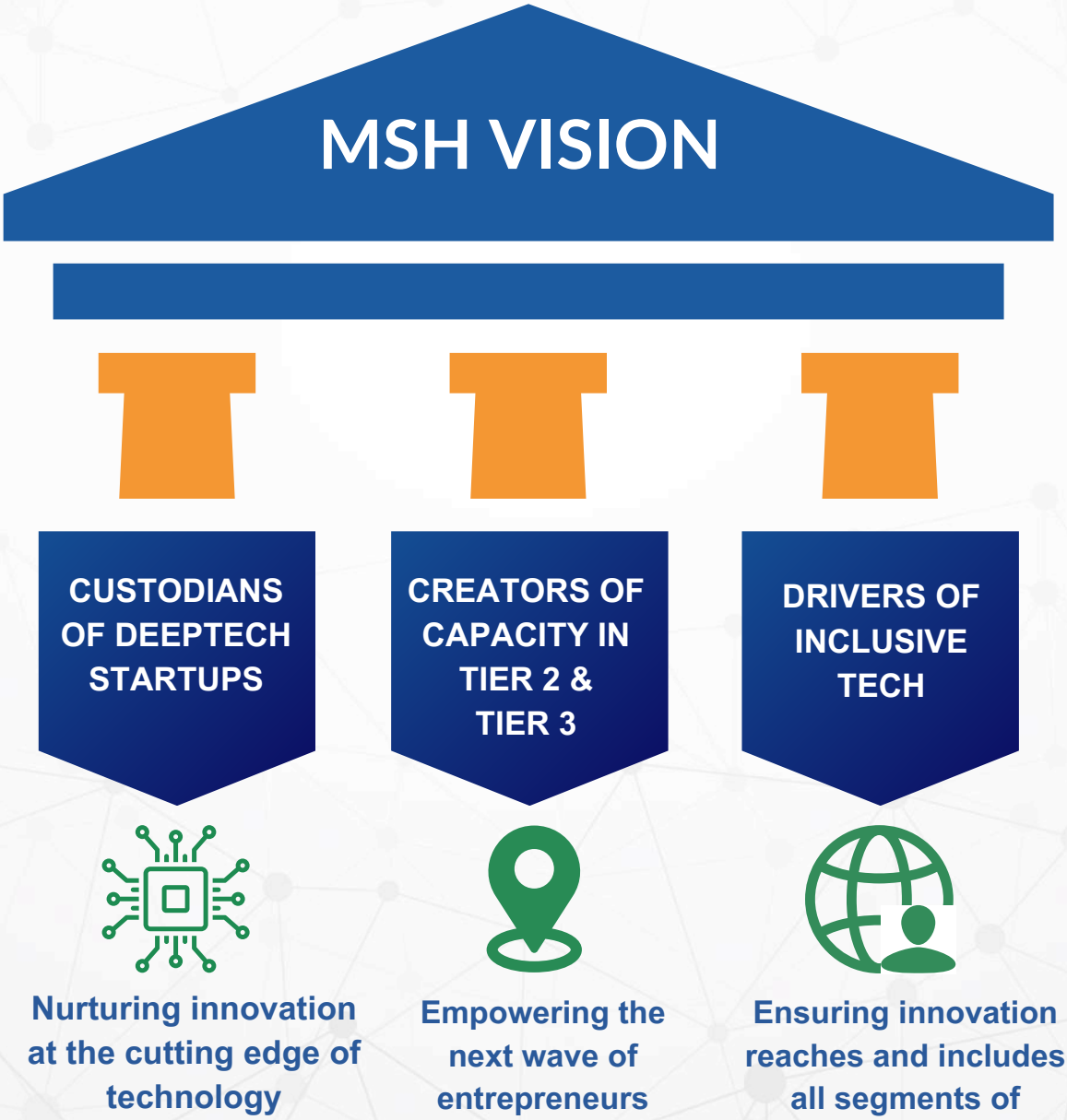
We are deeply grateful to MeitY Startup Hub for their invaluable support through the SAMRIDH scheme, which has empowered us to scale our innovations and make a meaningful impact.

Their belief in our vision has been instrumental in driving our mission forward.

PIVOTING FOR VIKSIT BHARAT

Where tech meets vision

As India advances towards a digital-first economy, MeitY Startup Hub unveils its renewed strategic vision — The Pivot — built on **three transformative pillars**. These pillars represent our commitment to reshaping the startup landscape, making it more **inclusive**, **decentralized**, and **future-ready**. As Custodians of Deeptech Startups, we nurture innovation at the cutting edge of technology. As Creators of Capacity in **Tier 2** and **Tier 3**, we empower the next wave of entrepreneurs beyond metro cities. And as Drivers of Inclusive Tech, we ensure that innovation reaches and includes all segments of society.



MSH STARTUP SPOTLIGHT

Periwinkle Technologies

AI-powered cervical cancer screening—accessible, fast, and portable

Periwinkle Technologies is redefining preventive healthcare with its **AI-enabled cervical cancer screening device** — portable, electricity-free, and delivering results in under 30 seconds. Designed to work in the most resource-constrained environments, the device has already enabled screenings for over 300,000 women across India, pushing the frontiers of early detection and equitable healthcare delivery.



ExactSpace

AI-powered digital twin for energy—efficient, reliable, and data-driven



ExactSpace is transforming energy operations with its AI-enabled digital twin for predictive maintenance and remote asset monitoring. Helping power plants run at peak efficiency, the solution won the Vedanta Spark Global Challenge and raised ₹10.4 crore to scale its impact.

MSH STARTUP SPOTLIGHT

SustVest

Invest in clean energy—earn returns, drive impact

SustVest is a sustainable investment platform offering securitized debt instruments backed by renewable energy projects like solar, delivering 12–14% XIRRs. It enables corporates, MSMEs, and government clients to adopt clean energy with zero upfront capital and save up to 50% on electricity costs. SustVest recently raised $1.7 million in a pre-Series A round, accelerating the shift toward green, impact-driven investments.



BrainsightAI

AI-powered Brain care



BrainSightAI, a Bengaluru-based deep-tech startup under the TIDE Scheme, founded by Laina Emmanuel, and Rimjhim Agrawal (Ph.D.). BrainSightAI is transforming brain care with its revolutionary VoxelBox platform.

They aim to advance personalized brain care for patients and, in the long run, for everybody."

They recently raised $5 million in a pre-Series A funding round! This remarkable achievement was led by IAN Alpha Fund, with participation from IvyCap Ventures Advisors Private Limited, Silverneedle Ventures, and existing investors.

MSH STARTUP SPOTLIGHT

IG Drones

Drone tech for smarter farming and future-ready talent

IG Drones is transforming Indian agriculture with drone solutions for crop health monitoring and precision spraying—boosting efficiency and sustainability. Aligned with national missions, its Drone Centre of Excellence aims to train 10 million students, introducing India's first indigenous drone simulator and 5G drones to prepare youth for Industry 4.0.



UrjanovaC Private Limited

Cleantech



UrjanovaC offers CO2 utilization & conversion in a sustainable, affordable, & scalable way for the hard to abate industries like steel, oil etc., to minimize their carbon footprint. They use omnipresent water & abundant material-based catalyst for rapid CO2 capture.

Recently they have raised funds from Investor of Rs. 4.35 Cr.

MSH STARTUP SPOTLIGHT

ParkMate

Unlocking the Future of Parking: Smarter, Simpler, and Seamless.

Founded by Dhananjaya Bharadwaj, **ParkMate** is transforming urban parking with its flagship #DaSH (Drop & Shop) service, promising hassle-free parking in under 2 minutes.

With prestigious clients like DLF, Phoenix Mills, Fun Republic, and partnerships with state governments, ParkMate is also actively contributing to India's Smart City initiatives.



RANG DE P2P

FINANCIAL SERVICES





Rang De is helping millions of farmers, gig workers and poverty-stricken people through its transparent and safe credit services, and aiding impoverished citizens in battling poverty by assisting them financially.

Rang De's CEO was a panelist on ETRise Dialogues 'Overcoming challenges of Land, Labour & Capital'.

Raised INR 15.67 Crores through Angel investors and Accelerator

MSH STARTUP SPOTLIGHT

NAYAN TECHNOLOGIES

Making Daily Commute Easier for People

Nayan tech through its AI , is making daily commute easier for many people,as well as helping traders in ensuring more efficient and safe fleet management and delivery system.

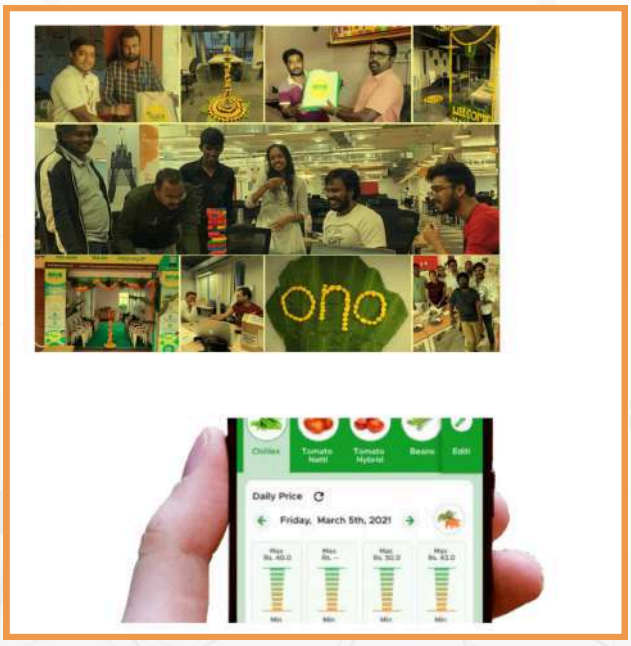
Winner, AI Game Changers Award, GPAI Summit 2023 League of 10, Emerge 50 Awards by NASSCOM.

Raised Rs 29.2 crores from Angels, Venture Capitals and Syndicates, Nayan tech was valued at 107cr.



ONO ARK INDIA

Multisided AgriTech Platform



Ono Ark has built a first-of-its-kind multisided AgriTech platform that promotes transparency and increases trust across the Agri ecosystem.

Ono ark has transformed the life of farmers , increased their income and got them fair price for their produce. It brings together all the partners in the agriculture ecosystem and helps them provide fair remuneration.

Ono Ark raised Rs 11cr, with a valuation of over 40cr.

MSH STARTUP SPOTLIGHT

DHARAKSHA ECOSOLUTIONS

Converting Stubs into Packaging Material





Dharaksha is not only helping farmers by helping them in their waste management as well as protecting the environment and keeping our community pollution free by converting stubs into packaging material thus educing release of toxic gases .

Dharaksha is et to replace thermocol packaging with bio fabricated materials.

Dharaksha has raised Rs 1.2 cr till now.

SPROUTECH

Simplifying Legal Challenges





Sproutech solutions are simplifying legal challenges on the road, thus preventing people from getting fraud and reduces their financial burden as well as improving road safety and lessen the chances of accidents happening.

Sproutech was awarded the AGAMI Idea Prize Award, 2022 .

Sproutech has managed to raise Rs 7cr till now from angel investors and Vcs.

MAJOR HIGHLIGHTS

Major Highlights

Startup Mahakumbh 2025

3-5th April 2025, Bharat Mandapam, New Delhi

The MeitY Startup Hub (MSH) made a 'deep-tech' impact at Startup Mahakumbh 2025 with the launch of its first-ever DeepTech Aren.

With the theme "Inspiration. Conversations. Deliberations.", the arena became a buzzing hub of innovation, featuring 36 cutting-edge DeepTech startups across AI, semiconductors, quantum computing, robotics, cybersecurity, and smart mobility.

Shri S. Krishnan, Secretary, MeitY, inaugurated the Arena, setting the tone for three days of meaningful interactions between founders, investors, corporates, and global tech leaders.

A major highlight was the launch of SAMARTH Portal 2.0, a revamped digital platform featuring MeitY Mitra—an AI-powered startup assistant, and a secure Entity Locker for enhanced support to innovators.

The Arena saw key visits from Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, and senior officials from MeitY and DPIIT, who engaged with startup founders and reinforced the government's commitment to nurturing India's DeepTech ecosystem. New initiatives such as the ELCINA Challenge were announced to drive tech-based problem solving, and the MSH DeepTech Challenges further amplified engagement through live quizzes and social media contests.

Corporate innovation was also in focus with Hero MotoCorp being felicitated for leadership in mobility tech. Influencer Kamiya Jani (Curly Tales) added visibility to the innovation showcase, helping tell India's DeepTech story to a wider audience.

Major Highlights

Startup Mahakumbh 2025

3-5th April 2025, Bharat Mandapam, New Delhi





















Major Highlights

PRAVAAH 2025

21st February 2025

PRAVAAH 2025 was a game-changing summit hosted by MeitY Startup Hub (MSH), an incubators conclave summit at the BITS Pilani Goa campus, bringing together over 100+ Enabling Partners, unicorn founders, and policymakers to fuel India's entrepreneurial engine.

This dynamic event was all about building a robust, inclusive ecosystem for India's startup future, with the spotlight on deep-tech, innovation, and grassroots growth.

Highlights from the summit included the launch of the Official MeitY Startup Hub Handbook and the innovative MSH Community Platform, by Shri K.K Singh, JS, MeitY - fostering real-time collaboration and knowledge-sharing. The event also saw the exchange of GENESIS agreements, strengthening the nationwide startup network.

From Empowering Entrepreneurs to Investor Readiness, sessions featured industry experts like Prof. V. Ramgopal Rao, Ms. Poyni Bhatt, and Mr. Mahavir Pratap Sharma, tackling everything from academia's role in startups to the critical startup-capital connection. The Fireside Chat with Unicorn Founder Mr. Ankit Agrawal offered deep insights into scaling startups and navigating the entrepreneurial journey.

Strategic partnerships with T-Works, Tally Solutions, and YourStory promise to take innovation to the next level, providing startups with tools, technology, and media visibility.

PRAVAAH 2025 was a bold leap towards empowering Bharat's innovators, nurturing ecosystem partnerships, and driving startup growth for a global impact. Stay tuned for more—this is just the beginning!

Major Highlights

PRAVAAH 2025

21st February 2025



















Major Highlights

UMAGINE

8-9th January 2025, Tamil nadu

UMAGINE TN 2025, a two-day event, emerged as a landmark gathering for innovation, entrepreneurship, and collaboration, bringing together thought leaders, policymakers, investors, and startups from across India. MeitY Startup Hub (MSH) played a pivotal role as the Session Partner, shaping the agenda with a focus on inclusive growth and cutting-edge technological solutions.





A key highlight of the event was the Fireside Chat between Shri Panneerselvam (PS) Madanagopal, CEO of MSH, and Tmt. Vanitha Venugopal, CEO of iTNT Hub. Their engaging discussion centered on the essential role of government initiatives in fostering a robust startup ecosystem. They delved into the impact of MSH's programs in supporting entrepreneurial growth, particularly in scaling Deep Tech innovations, and shared insights on creating a sustainable entrepreneurial ecosystem that fosters long-term success.



Major Highlights

UMAGINE

8-9th January 2025, Tamil nadu

Throughout the two days, MeitY Startup Hub 2025 showcased how strategic partnerships, government support, and ecosystem collaboration can transform India's innovation landscape, empowering startups to turn ideas into impactful, scalable solutions.

















Major Highlights

TiE Global Summit

12-13th December 2024

A heartfelt congratulations to the stellar cohort of startups supported by MeitY Startup Hub for their impactful participation at TiE Global Summit 2024 (TGS2024). As the official Co-host of this prestigious three-day gathering of innovation and entrepreneurship, MeitY Startup Hub was proud to lead the charge in showcasing India's vibrant startup ecosystem on a global stage.

From breakthrough innovations in healthtech, fintech, sustainability, and deeptech to powerful pitches, product showcases, investor engagements, and strategic dialogues, our startups embodied the spirit of India's digital transformation and entrepreneurial resilience.





We extend our sincere appreciation to TiE Global for curating a world-class platform that brings together changemakers, investors, and enablers. Together, we're not just supporting startups—we're building the future of inclusive, tech-driven innovation for India and the world.

Major Highlights

TiE Global Summit

12-13th December 2024

















Major Highlights

Tripura Startup Policy-2024 Launch

24th January 2025, Pragya Bhavan, Agartala

On January 24, 2025, the Tripura Startup Policy-2024 was officially launched by Hon'ble CM Prof. Dr. Manik Saha at Pragya Bhavan, Agartala, alongside the inauguration of the Tripura Startup Portal—a major boost to the state's startup ecosystem.

Key dignitaries including Shri Kiran Gitte, Shri Jitendra Kumar Sinha, and Shri Pranajit Singha Roy addressed the gathering, reaffirming Tripura's commitment to innovation. Shri P.S. Madanagopal, CEO of MeitY Startup Hub, praised the state's inclusive, policy-driven approach to supporting both IT and non-IT startups.

The event also saw the flag-off of the Tripura Startup Spark Van, symbolizing grassroots outreach.









Major Highlights

Google for Startups Accelerator

9th December 2024, Bharat Mandapam

MeitY Startup Hub was proud to support the Google for Startups Accelerator: Apps Demo Day. We were honored by the presence of Shri Krishan Kumar Singh, Joint Secretary, MeitY, who delivered an inspiring keynote on building an inclusive and globally impactful tech ecosystem.

Shri P.S. Madanagopal(CEO, MSH) joined a compelling panel on "Starting Up in the Age of AI," discussing how AI is reshaping the future of entrepreneurship.





InnovateX – Chennai

17th December 2024

MeitY Startup Hub joined InnovateX – Chennai to spotlight the future of mobility. Mr. Utkarsh Mathur, Senior Manager, delivered a keynote on MSH's startup initiatives. Highlights included expert panels, mentoring by Ford, Mahindra & MathWorks, and an MoU with MathWorks to boost startup innovation.





MSH PORTAL 2.0

Launch of SAMARTH

MSH Portal 2.0 – SAMARTH

- This quarter marked a digital leap forward for MeitY Startup Hub with the launch of MSH Portal 2.0 – SAMARTH. Unveiled by Shri S. Krishnan, Secretary, MeitY, at the MSH DeepTech Arena during Startup Mahakumbh at Bharat Mandapam on April 3rd, the upgraded portal sets a new benchmark in startup enablement. Designed to improve access, transparency, and efficiency, SAMARTH brings a suite of smart features to the fingertips of India's entrepreneurs, incubators, and accelerators.

- The new portal reflects our core objective— to streamline support and scale it inclusively across all corners of the nation. With AI at its core and real-time integration at its foundation, SAMARTH aims to redefine how stakeholders discover, engage with, and benefit from government schemes.



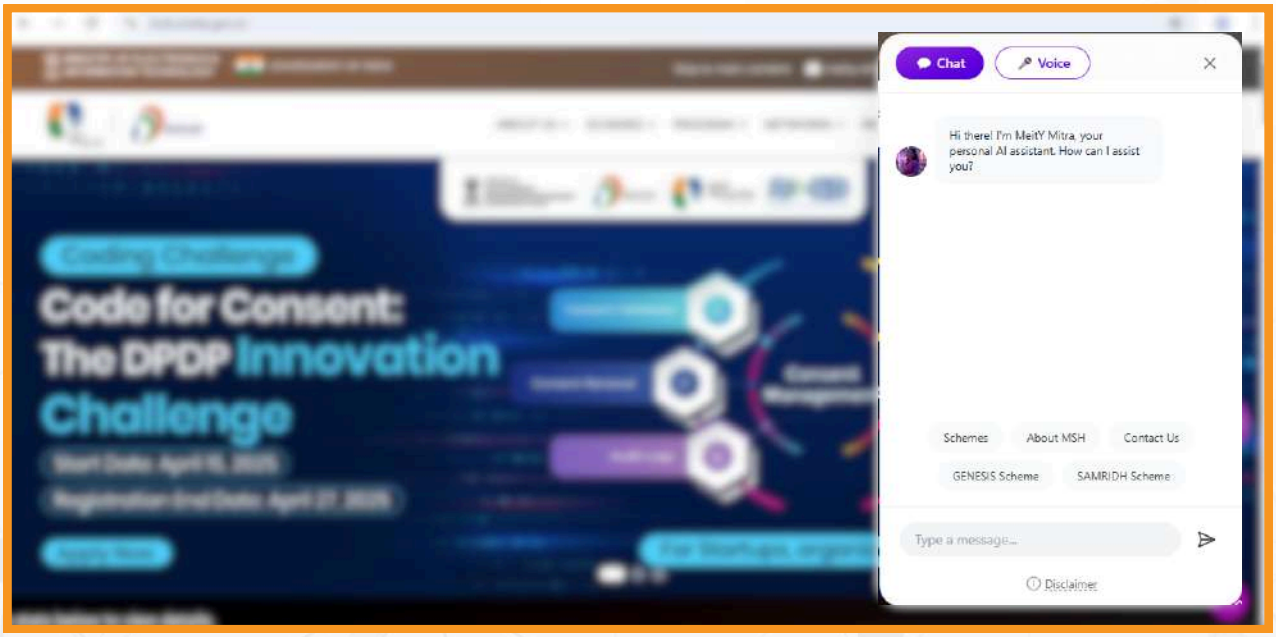
MeitY Mitra: AI Support at Your Fingertips

At the heart of SAMARTH is MeitY Mitra, an intelligent, AI-powered assistant designed to provide real-time support—via both voice and chat—to startups and incubators navigating MSH's ecosystem.

From answering queries on scheme eligibility to guiding users through registration and application processes, MeitY Mitra simplifies the startup journey with precision and speed. Its multilingual accessibility ensures that entrepreneurs from Tier 1, 2, and 3 cities feel equally empowered to engage. The system is also integrated with automated reminders, providing timely follow-ups via SMS, email, and WhatsApp to ensure no opportunity is missed.

Key Highlights:

- 24/7 voice and text support
- Personalized, real-time scheme guidance
- Multilingual interface for inclusive access
- Seamless query handling with instant integration into MSH's backend systems



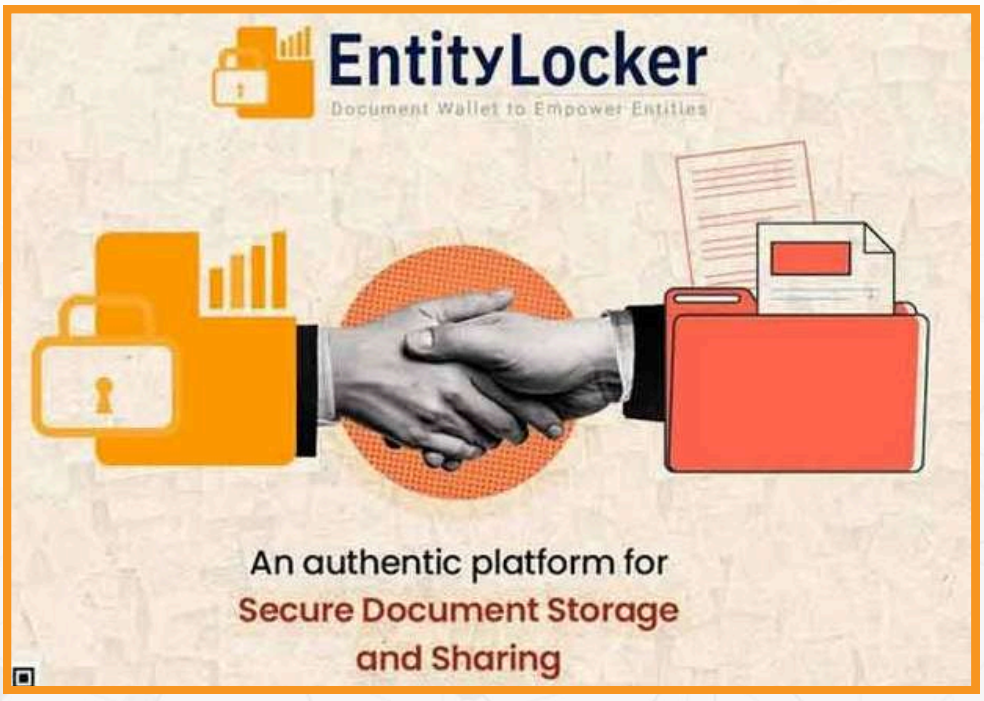
Entity Locker powered SAMARTH

One of the standout features of SAMARTH is the introduction of Entity Locker—a secure, easy-to-use digital vault for startups to store, access, and share official documents. Built with compliance and efficiency at its core, the locker allows startups to seamlessly manage documentation needed for applications, approvals, and regulatory submissions.

Key Highlights:

- 10GB encrypted cloud storage for essential business documents
- Instant access to government and regulatory documents
- eSign support for legal validity and authenticity.
- Role-based access and Aadhaar verification for secure sharing
- Reduces paperwork, speeds up approvals, and streamlines compliance
- Fully integrated with MSH systems for real-time validation and access

This reduces administrative delays, eliminates paperwork, and speeds up approval cycles—making startup operations more agile and investment-ready.



Engagement Stats

MSH Portal

STARTUPS	INCUBATORS	ACCELERATOR	COE
5746+	512+	31+	43

LABS	VENUE SPACES	CO-WORKING	EQUIPMENTS
329+	76+	131+	869+

MENTORS	INVESTORS
486+	265+

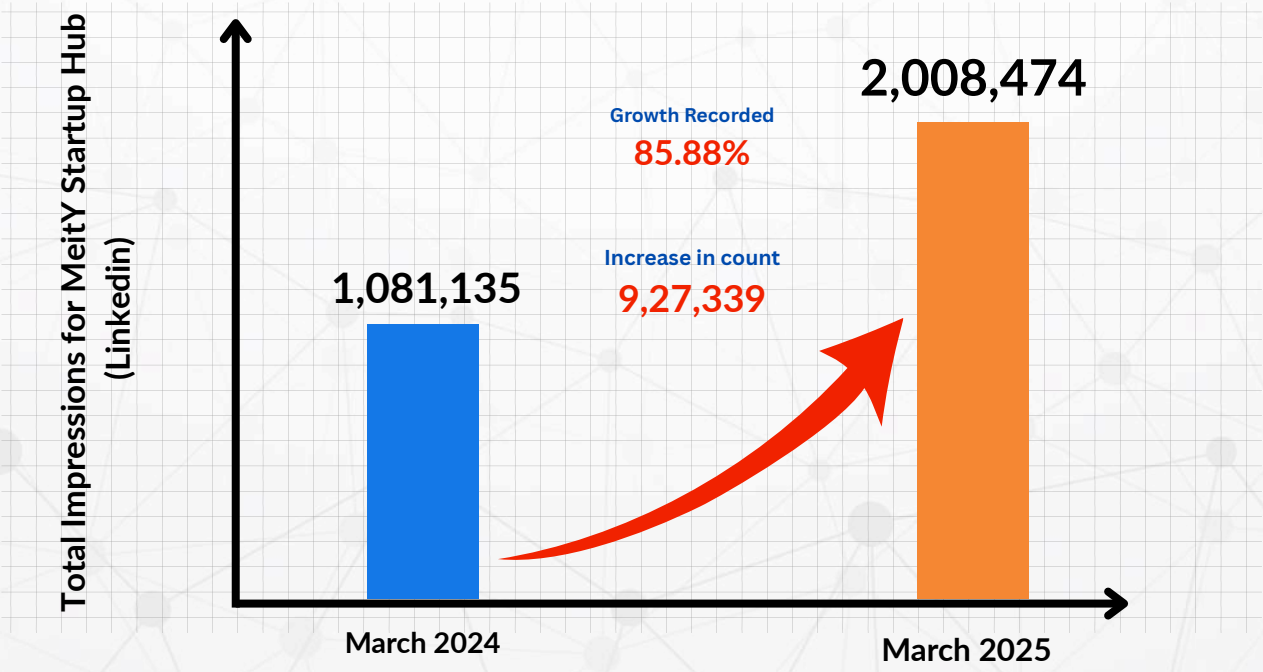
Social Media Perfomance

47,086 Followers

7,261 Followers

4,510 Followers

2,533 Followers



COLLABORATIONS SPOTLIGHT

Collaborations Spotlight

Introduction

Rethinking CSR: Welcome to Corporate Startup Responsibility (CSR)

At MeitY Startup Hub, we believe it's time for Indian corporates to reimagine CSR—not as mere donors or sponsors, but as active collaborators in the startup ecosystem! As India sets its sights on becoming a **Viksit Bharat by 2047**, startups will be the engine powering this transformation. But to truly soar, they need corporate support—not just in terms of funding, but through strategic alliances, mentorship, and fostering an innovation-driven ecosystem.

Together, corporates and startups can co-create a future of limitless possibilities. Let’s join forces to fuel India’s growth and make startup innovation the backbone of our nation’s progress!

By embracing this collaborative spirit, Indian corporates can tap into the agility, creativity, and fresh perspectives that startups offer. This synergy can lead to groundbreaking innovations that benefit both parties and contribute to solving some of the most pressing challenges we face today.

Moreover, when corporates engage with startups, they help build a robust ecosystem that attracts global attention and investment, positioning India as a hub of innovation and entrepreneurship. This partnership is not only about financial gains; it’s about creating social impact and driving sustainable growth that aligns with the vision of a developed India by 2047.

Let’s shape a narrative where innovation, inclusivity, and impact are at the forefront, and where the success of one is celebrated as the success of all. Join us in transforming aspirations into reality, one partnership at a time.

Collaborations Spotlight

Startup Policy Forum x MeitY Startup Hub

- Co-Innovation Focus: Partnering to drive innovation and entrepreneurship, for the benefit of the startup ecosystem.
- Joint Research & Policy Analysis: On emerging issues in the technology ecosystem.
- Stakeholder Engagement: With outreach, promotions, and knowledge-sharing initiatives to support their objectives and activities.



Hero MotoCorp x MeitY Startup Hub

- Collaboration Focus: Partnering to support deep-tech startups in the mobility sector, fostering innovation and entrepreneurship.
- Ecosystem Connection: MSH will connect HMCL to its network of startups, incubators, government departments, and partners to amplify the strategic impact of the collaboration.



Collaborations Spotlight

MathWorks x MeitY Startup Hub

The Partnerships aims to empower startups with cutting-edge tools and resources, as MathWorks offers MATLAB and Simulink licenses, AI modeling tools, and training support to accelerate research, prototyping, & boosting innovation across the deep-tech landscape.



Dubai CommerCity x MeitY Startup Hub

- MeitY Startup Hub (MSH) and Dubai CommerCity promote cross-border innovation through:
- Global Startup Collaboration: Encouraging startup and mentor exchanges, joint showcases, and partnerships for international exposure.
- Joint Acceleration & Support Initiatives: Developing programs and support groups aimed at startup growth and innovation.
- Investor & Expert Engagement: Co-hosting events to connect startups with investors and global mentors for funding access.



Collaborations Spotlight

Razorpay x MeitY Startup Hub

- **Startup Enablement**: Razorpay to provide mentorship, resources, and networking to MSH-incubated startups.
- **Ecosystem Synergy**: Joint efforts to promote innovation and foster collaboration across Centres of Excellence and incubators supported by MeitY.
- **Community Awareness**: MSH will drive awareness across its network and TIDE 2.0 centres about Razorpay's initiatives and platform features through webinars and outreach programs.



NeGD x MSH for DPDP Innovation Challenge

The MeitY Startup Hub and NeGD collaborated on the "Code for Consent: The DPDP Innovation Challenge," a national initiative under the Digital Personal Data Protection Act, 2023. This challenge encouraged innovators and startups to create a scalable, secure Consent Management System to enhance India's digital data ecosystem, promoting responsible innovation and privacy-focused solutions.



ECOSYSTEM ENGAGEMENT

Ecosystem Engagement

PSU Transformation Conclave : 4th Edition

17 April, 2025, New Delhi

- Shri Panneerselvam (PS) Madanagopal, CEO of MeitY Startup Hub, highlighted the crucial role PSUs can play in strengthening India's startup ecosystem. He called on Public Sector Undertakings to move beyond traditional roles and actively collaborate as co-creators of innovation.
- Dr. Madanagopal also redefined CSR, urging leaders to embrace Corporate Startup Responsibility—a more dynamic approach to support startups.



MSH Wins Innovation & Entrepreneurship Excellence Award

December 16, 2024

MeitY Startup Hub was honored with the Innovation and Entrepreneurship Excellence Award at the 15th National Digital Transformation Awards 2024 by ilouge Media & GovConnect. A proud moment recognizing MSH's commitment to empowering startups and driving India's digital innovation journey.



Ecosystem Engagement

MeitY Startup Hub at IESA Startup Connect

17 April, 2025, New Delhi

At MeitY Startup Hub, we are dedicated to empowering innovation and supporting startups. Shri Panneerselvam (PS) Madanagopal delivered a keynote at IESA Startup Connect, highlighting startups in mobility, technology, and sustainability. He shared insights on innovation's role in sustainable development and the collaborative efforts driving India's mobility revolution.



MSH at Huddle Global 2024

We are thrilled to share that Shri Panneerselvam (PS) Madanagopal, CEO, MeitY Startup Hub, and Mr. Surya Kant, Director, MeitY Startup Hub, represented us at Huddle Global 2024.

During the event, they addressed key topics, including:

- MeitY Startup Hub's role in driving innovation and entrepreneurship.
- Empowering Indian startups through impactful government initiatives.
- Building global partnerships for sustainable growth and scalability.

Their participation at Huddle Global highlights our ongoing commitment to propel the Indian startup ecosystem toward global excellence. Stay tuned for more updates and insights from this exciting platform!

MeitY Startup Hub at iDEX-DIO Join Forces

At MeitY Startup Hub, we are committed to fostering innovation and supporting startups across diverse domains. In line with this mission, our team recently engaged in a productive discussion with Team iDEX-DIO (Innovations for Defence Excellence) to explore synergies in enhancing India's dynamic startup ecosystem.



This strategic dialogue focused on empowering startups with cutting-edge opportunities, fostering deep-tech innovation, and enhancing their pathways to scale in the defence and dual-use technology sectors. By aligning our strengths, we aim to create a stronger, innovation-driven ecosystem that accelerates the journey of disruptive startups toward global success.

Together, we are committed to driving impactful change, unlocking new possibilities, and strengthening India’s position as a leader in technology and entrepreneurship. Stay tuned for more exciting collaborations

Ecosystem Engagement

Strengthening Global Innovation Ties: MeitY Startup Hub Hosts Belgium Delegation

On March 3, 2025, the MeitY Startup Hub welcomed a delegation from **Hub.Brussels** for a roundtable at its New Delhi office.
The session opened with introductions and a shared commitment to deepening international innovation ties.



MSH presented its key initiatives supporting India's startup and deeptech ecosystem, followed by Hub.Brussels highlighting opportunities for Indian startups in the EU, especially in Brussels.

Discussions explored **potential joint programs, bilateral delegations**, and **strategic areas** for **collaboration.** A key highlight was the official announcement of *MeitY's Deeptech Delegation to Brussels, scheduled for May 26-29, 2025.*

The dialogue concluded with an open Q&A, closing remarks, and a group photo to mark the occasion. The roundtable set the stage for deeper Indo-Belgian innovation engagement.

SCHEME UPDATES

MeitY Startup Hub

SCHEMES

The MeitY Startup Hub (MSH) has launched initiatives to support technology startups in India, providing funding, mentorship, infrastructure, and market access in electronics, IT, and deep-tech sectors. Key programs include:

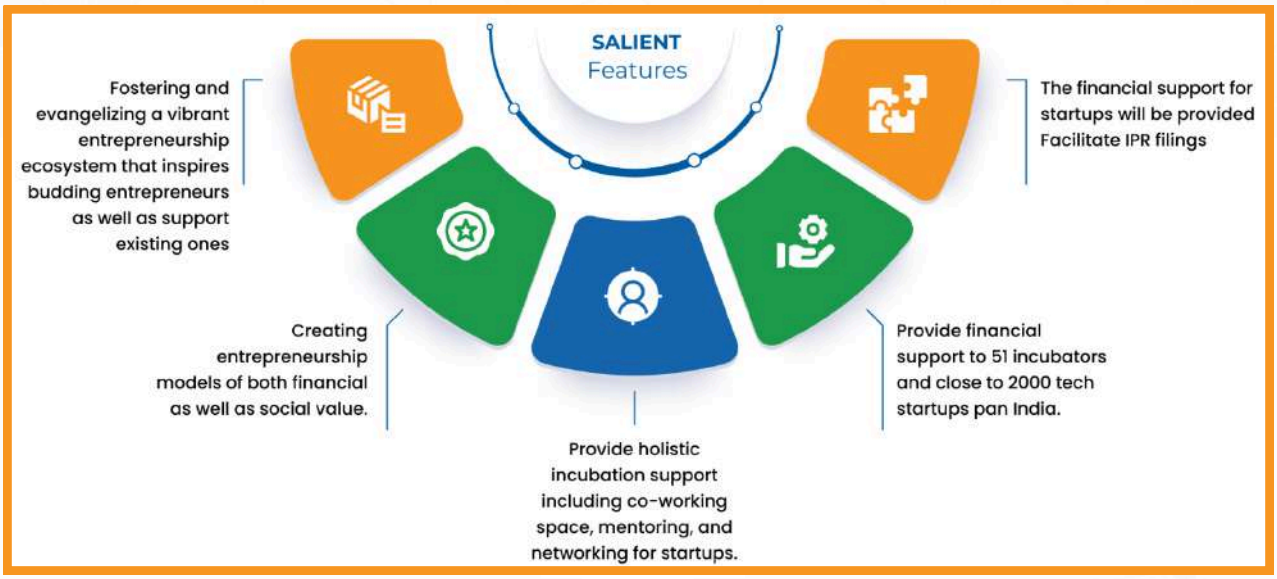
- **TIDE 2.0:** Supports deep-tech startups (AI, IoT, cybersecurity, blockchain) through structured incubation.
  - EIR: ₹4L for early-stage
  - Grant Support: ₹7L for growth-stage
  - Scaleup Grant: ₹40L for market-ready
  - Network: 51 incubators
  - Focus: Emerging technologies addressing national/global challenges.
- **SAMRIDH:** Accelerates scalable tech startups with market access and funding.
  - Support: Up to ₹40L (matched funding)
  - Network: 22 partner accelerators
  - Focus: Scaling innovations with commercial potential.
- **Digital India GENESIS:** Aids grassroots innovation and early-stage startups, focusing on Tier II/III.
  - EIR: Up to ₹10L for early-stage
  - Pilot Support: Up to ₹40L with POs/Work Orders
  - Investment: Up to ₹50L for market-ready
  - Deeptech: Up to ₹1Cr for deep-tech startups.

Note: Funding figures are subject to change as per MeitY committee suggestions, with final numbers as of February 7, 2025.*

MSH Schemes

(TIDE 2.0)

The **Technology Incubation and Development of Entrepreneurs (TIDE 2.0) Scheme** has been conceptualized to foster **tech entrepreneurship** by providing **financial and technical support** to incubators that assist **ICT startups** leveraging emerging technologies such as **IoT, AI, Blockchain, Robotics,** and more. The scheme focuses on **seven pre-identified areas of societal relevance,** aligned with national priorities.



Implemented through **51 incubators,** TIDE 2.0 aims to support and fund approximately **2,000 tech startups** over a five-year period. The initiative is designed to empower startups addressing critical **societal challenges** across **seven selected thematic areas,** identified based on national priorities in the realms of:

What's new:

- This quarter, internal documentation processes were streamlined and startup-wise impact tracking was strengthened, enabling more transparent and agile decision-making.
- **22 startups** showcased at TiE Global Summit (Dec 2024)
- **8 at Umagine 2025** (Jan 2025)
- **6 at ELCINA 2025** (Feb 2025)

At a glance:

51
Incubators PAN India.

1410+
Incubated Startups

140+
Challenges/ Hackathons

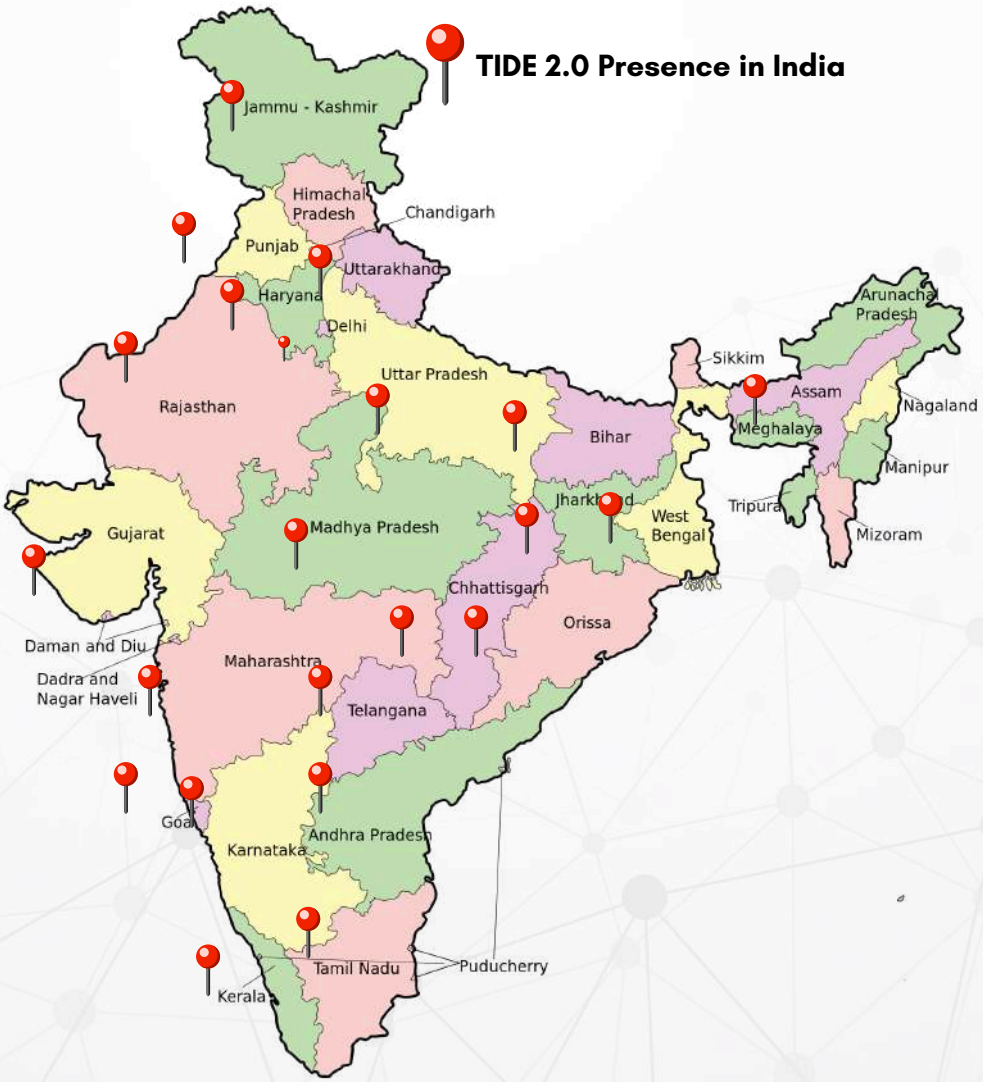
900+
Product/MVP / Prototypes

300+
Patents Filed in India

600+
Startups Graduated

9000+
Employement Generated

State wise presence of TIDE 2.0



MSH Schemes

SAMRIDH

The "SAMRIDH: Startup Accelerator of MeitY for Product Innovation, Development and Growth" scheme has been approved with a total budget of Rs. 99 Crore (Ninety-Nine Crore) over a span of 3 years. The scheme is being implemented by MeitY Startup Hub (MSH). Its primary objective is to support both existing and emerging accelerators in selecting and accelerating high-potential product-based startups to scale. The program emphasizes startup acceleration through customer and investor connections, as well as international expansion.

SAMRIDH has matured into a model of structured startup acceleration, combining growth capital with operational accountability. This quarter marked a shift in how the scheme is governed—with a sharper focus on transparency, evaluation, and ecosystem collaboration.

At a glance:

- Rs 45,55,00,000 funds released in the 1st cohort
- 175+ startups accelerated
- 100 startups funded/invested
- 451 Cr+ revenue generated by funded startups
- 25+ women led startups
- 2774 employment generated by startups
- 314 Cr+ funds raised by startups
- 300+ sessions conducted by accelerators

What's new:

- A major milestone has been achieved with investments facilitated in 100 startups

SAMRIDH FUNDED STARTUPS

SECTOR-WISE DISTRIBUTION



AgriTech
No. of Startups - 12



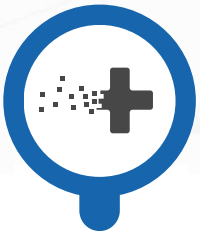
Circular Economy/ Sustainability
No. of Startups - 13



Consumer Tech
No. of Startups - 24



Ed-Tech
No. of Startups - 6



Health Tech
No. of Startups - 28



SAAS
No. of Startups - 17

Based on Classification of Cities

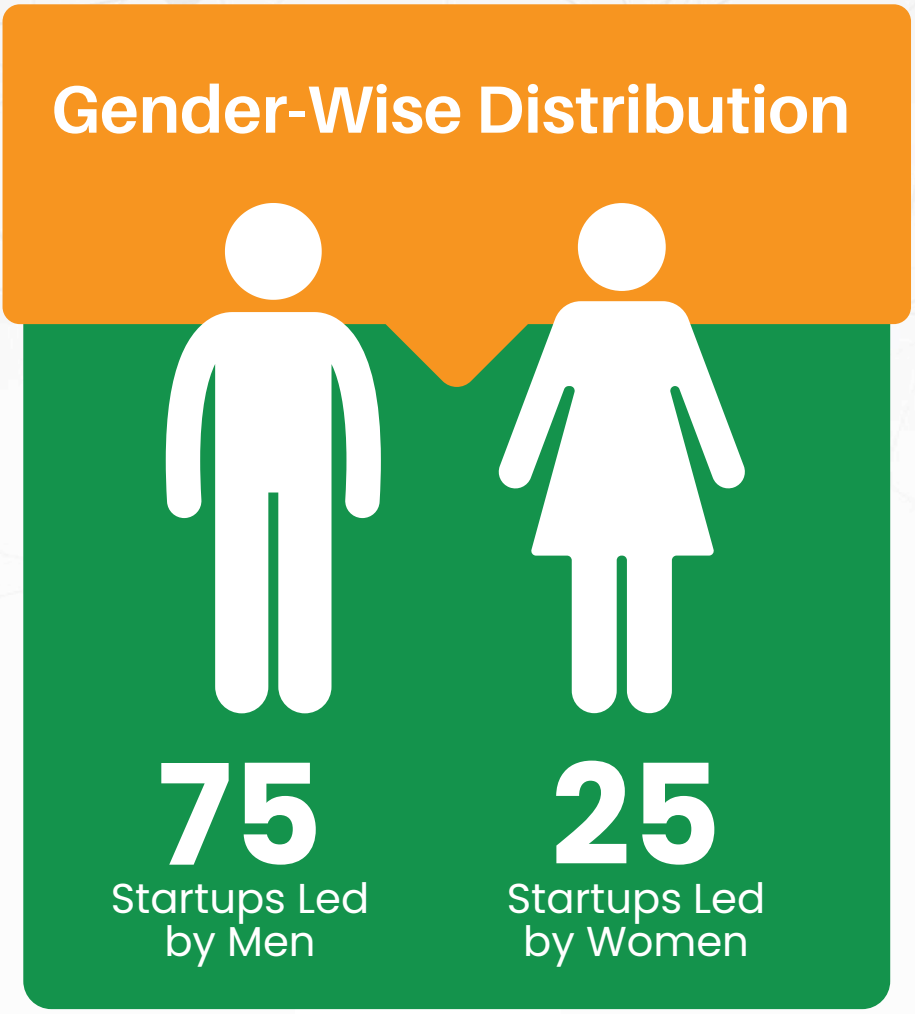


Tier I
No. of Startups - 62

Tier II
No. of Startups - 35

Tier III
No. of Startups - 3

MSH FUNDED STARTUPS



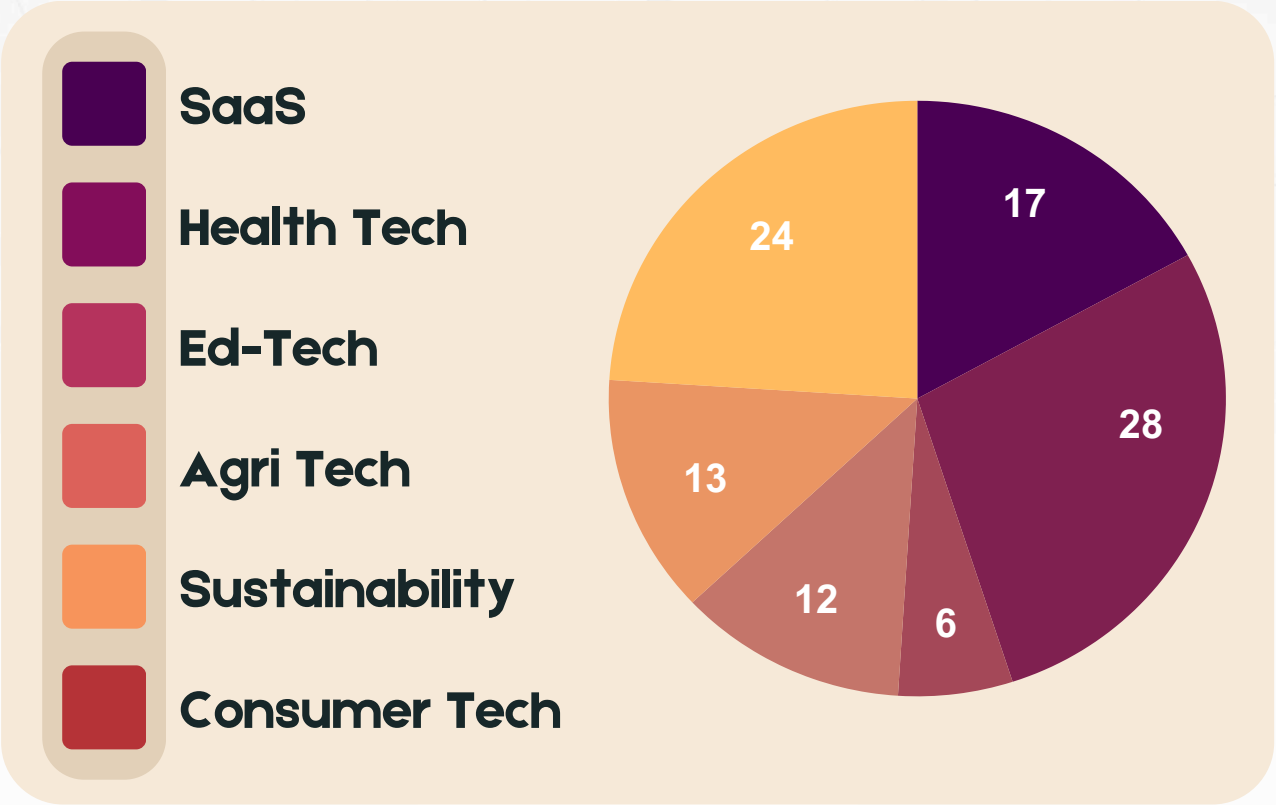
At a glance:

- Rs 45,55,00,000 funds released in the 1st cohort
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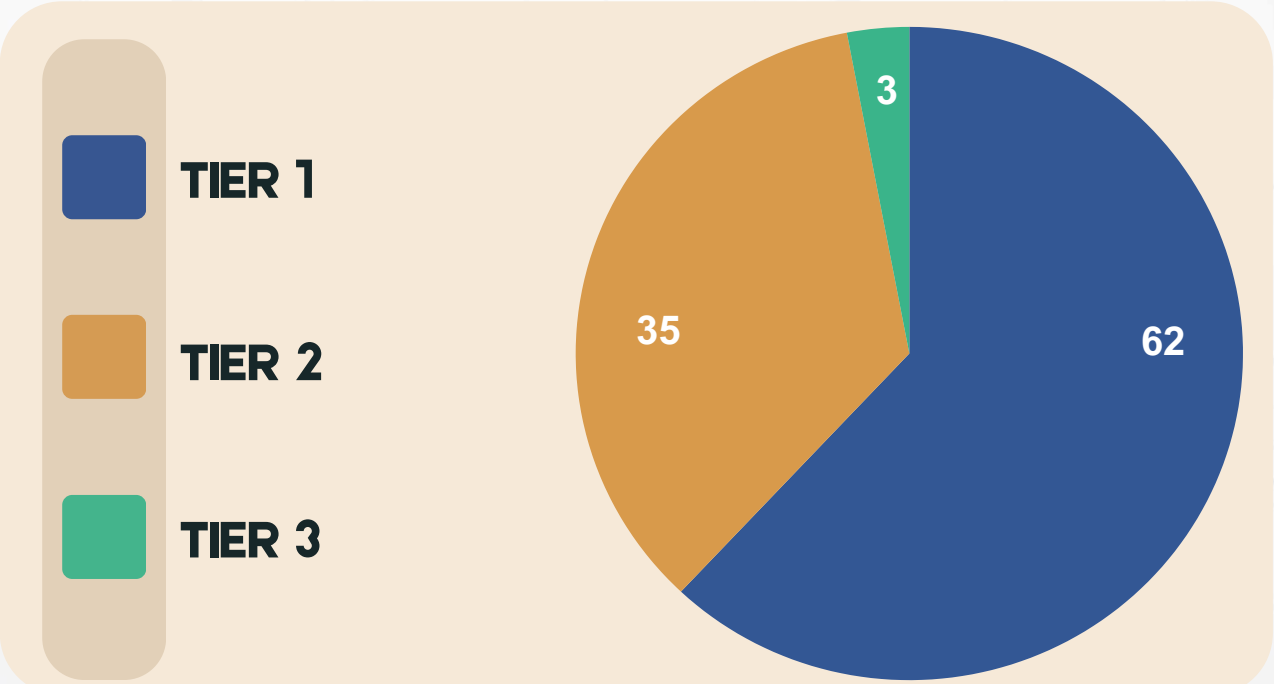
What's new:

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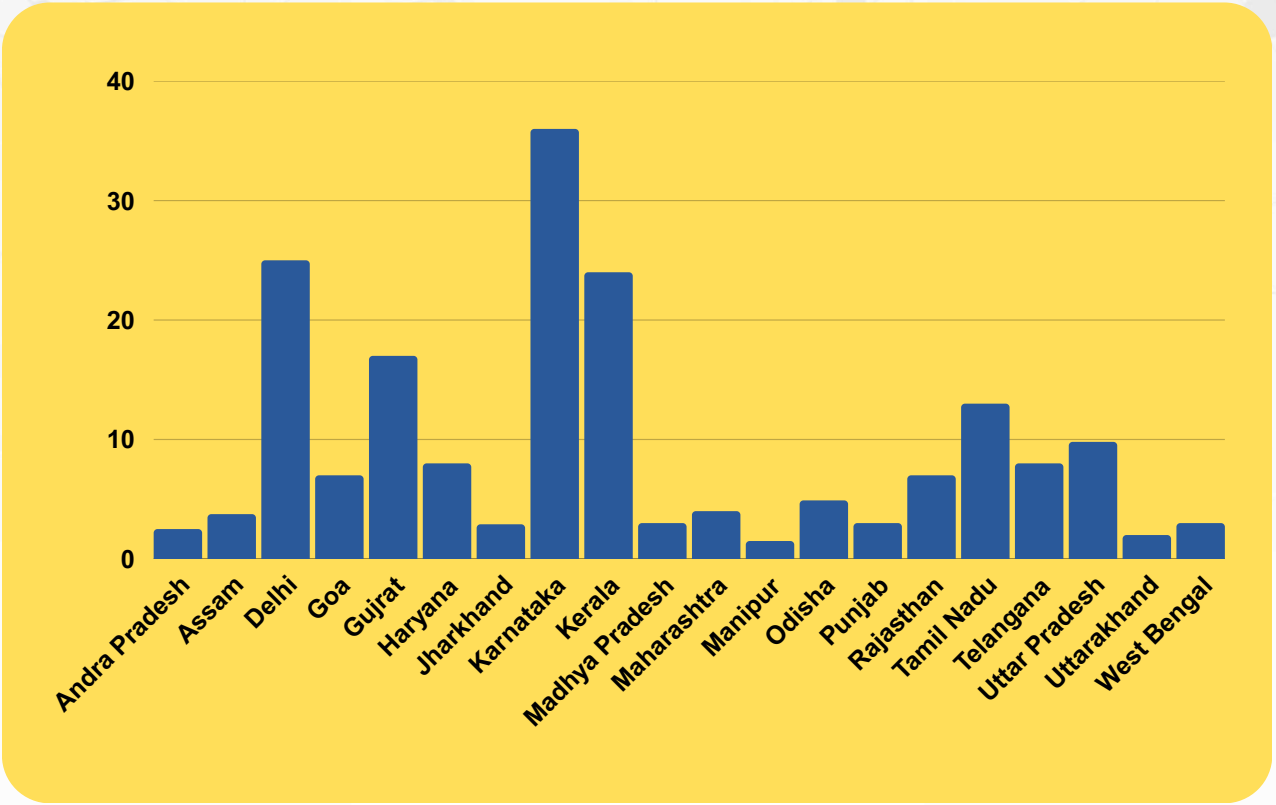
Sector-wise distribution of SAMRIDH startups



City-wise distribution of SAMRIDH Startups



State wise Distribution of SAMRIDH Startups



What's new:

- A two-tier evaluation model has been adopted, ensuring that every enabling partner aligns with national goals and startup needs.
- For the first time, MSH representation has been introduced into the startup selection process
- An unprecedented, in-depth physical due diligence of partners has been conducted to uphold the highest standards of credibility and commitment

GENESIS

The Ministry of Electronics and Information Technology (MeitY) has launched the 'Gen-Next Support for Innovative Startups (GENESIS)' scheme to discover, support, grow, and accelerate startups in Tier-II and Tier-III cities across India. This initiative is designed to unlock the entrepreneurial potential of emerging regions and integrate them into the national innovation ecosystem.

GENESIS addresses key gaps faced by startups in non-metro areas—limited access to funding, mentorship, innovation infrastructure, and ecosystem support. By providing targeted funding to pilot-stage, early-stage, and deep-tech startups, the scheme aims to bridge these disparities and fuel growth.

Major Components of GENESIS:

- **Entrepreneur in Residence (EiR) Support**

Support for students and entrepreneurs to validate their startup ideas, aimed at building entrepreneurial momentum in Tier II/III cities.

- **Pilot Funding Support**

Financial assistance for startups that have validated their ideas and are ready to pilot their products.

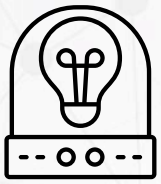
- **Investment Support**

Support for startups raising funds from the market, helping channel domestic rupee capital into Tier II/III cities across India.

- **Deep-Tech Funding Support**

Targeted support for a select group of startups developing high-impact deep-tech solutions.

At a Glance:



65

Implementing Agencies Activated



253+

Startups Funded under EIR



253+

Startups Funded under EIR

What's new:

- Challenges around legal compliance and fund transfers were addressed, reinforcing GENESIS as a robust and reliable support mechanism for regional entrepreneurship.
- A legally binding agreement was executed among GENESIS enabling partners (highlighting cross-scheme collaboration).
- In a first, Taking part in the screening process for startups alongside incubators

The program has taken confident strides this quarter in delivering on-ground results.

WAY FORWARD

Way Forward

Momentum. Vision. Alignment.

In the months ahead, MeitY Startup Hub continues to align its efforts with a vision that is more connected, more responsive, and more closely tuned to the needs of India's growing innovation landscape. Several thoughtful initiatives are already underway to deepen stakeholder engagement, strengthen institutional partnerships, and expand national reach.

- Collaborations with **STPI, MeitY-NASSCOM Centres of Excellence**, and **iTNT Hub** are currently being shaped to foster stronger cross-institutional partnerships that support deep-tech and next-generation startups.
- An incubator and accelerator assessment framework, being developed in collaboration with **(IIT Madras)**, is in the works to help standardize and elevate the quality of program delivery across the startup support ecosystem.
- A **direct communication mechanism** with startups has been set up, backed by an updated stakeholder database—enabling faster, more personalized, and more consistent outreach to those who matter most.
- For the first time, MSH will be actively represented in the selection process of startups within acceleration programs, bringing decisions closer to the needs of founders and helping ensure alignment from day one.
- With a renewed mandate, focused efforts are being made to shift from a low-touch to high-touch model of engagement—allowing for more frequent, more meaningful interactions with startups and enabling partners.

CUSTODIANS OF DEEPTECH STARTUPS OF INDIA.



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