MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY
GOVERNMENT OF INDIA

Digital India
Power To Empower

MeitY Startup Hub
Delivering Innovation!

NEWS LETTER

2025–26

INNOVATE. INCUBATE. IMPACT.

Empowering Startups. Strengthening Bharat.



EMPOWERING INNOVATORS | ACCELERATING GROWTH | STRENGTHENING ECOSYSTEM | DRIVING IMPACT

A MeitY Initiative
Nurturing Startups.
Strengthening Bharat.

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FROM THE DESK OF

CEO, MSH



Dr.Panneerselvam Madanagopal

Chief Executive Officer
MeitY Startup Hub

"Our ambition is not only to build startups, but to build an innovation ecosystem where every promising idea, irrespective of where it comes from, has the opportunity to become a technology that creates real impact."

At **MeitY Startup Hub**, we believe India's next wave of innovation will be shaped by the depth, diversity and ambition of its startup ecosystem. Our role is to be an enabler of this journey, connecting startups with the right platforms, people, programmes and opportunities to transform ideas into scalable technologies and solutions.

Over the past year, we have continued to strengthen this ecosystem with a strong focus on innovation, deep tech and emerging technologies. From enabling hardware and deep tech startups through their journey from prototype to market, to fostering stronger collaboration between startups, incubators, industry, government and our implementing partners, our efforts remain centred on creating meaningful pathways from innovation to adoption and impact.

We are equally committed to making innovation more inclusive and accessible across Bharat. Through schemes such as GENESIS, we are working to strengthen startup and innovation ecosystems beyond the traditional centres of entrepreneurship, with a strong focus on Tier 2 and Tier 3 cities. The GENESIS NextGen Startup Summit is one such platform bringing together innovators, startups, incubators, industry and ecosystem stakeholders from emerging regions, creating opportunities to connect with the larger national innovation ecosystem.

Our implementing partners and ecosystem collaborations are central to this journey. By bringing together diverse capabilities, expertise and networks, we are building stronger support systems for startups and enabling innovation to move more effectively from ideas and research to products, markets and real world impact.

As we look ahead, our focus remains clear: to enable Indian startups to build technologies that matter, help deep tech innovations find the support they need to scale, and create an ecosystem where innovation can emerge from anywhere. Through our continued partnerships and programmes, we remain committed to building a more connected, inclusive and globally competitive innovation ecosystem for Bharat.

REFLECTING ON A YEAR OF MOMENTUM

From strengthening India's startup ecosystem to expanding global exposure, the year brought together impactful programmes, partnerships and platforms that created new pathways for startups to grow, connect and scale.



> **Innovation** becomes meaningful when it moves beyond the idea, reaches the right ecosystem, and **creates impact at scale.**

STRENGTHENING THE STARTUP ECOSYSTEM

- SAMRIDH successfully concluded with a budget outlay of **INR 99 Cr.**, accelerating **373** startups and supporting **241** startups with matching investments of up to **INR 40 lakh** through **42** partner accelerators.
- TIDE 2.0 concluded its journey with a budget outlay of **INR 264.62 Cr.,** supporting **51** incubators and **1,900+** startups. The culmination at TIDE 2.0 Pravartan brought together **300+** startups and **50+** incubators, with **30+** startups exhibiting and **17** startups pitching to **16** investors.
- ImpactAI PitchFest, hosted by MSH at the IndiaAI Impact Summit, brought together AI startups and investors, with **30+** startups collectively mobilising **INR500+ Cr.** investments.

DEEPENING CORPORATE & INDUSTRY ENGAGEMENT

- MSH deepened corporate-backed startup engagement, connecting **200+** startups across **4** zonal technology workshops with MathWorks - spanning EV (Bengaluru), Drones & Emerging Tech (Mumbai), Aerospace & Defence (Hyderabad), and Automotive & Electrification (Chennai).
- The 4th edition of Samsung Solve for Tomorrow 2025 supported **40** teams, with **20** finalists from **12** states reaching the Grand Finale; **4** winners received **INR 1 crore**, along with investor connect and incubation support at IIT Delhi.
- The Razorpay Rize Program extended incorporation support, fintech infrastructure, mentorship, and startup credits to **100+** startups.
- The Google AI Accelerator selected **20** AI startups from over **1,600** applications, offering mentorship, technical training, and access to Google Cloud and Gemini AI.

CREATING NEW PLATFORMS FOR INNOVATION

- MSH co-launched SITAA with UIDAI - India's first open innovation platform for Aadhaar-linked Digital ID Tech - unlocking **three** national innovation challenges.
- Launched GENESIS's flagship regional initiative - GENESIS NextGen Startup Summit with its first edition in Jaipur, followed by Mandi, bringing innovation to Tier 2 & Tier 3 cities and engaging **600+** participants across diverse sectors.
- Launched 1st edition of Startup Samvaad, one-on-one platform for startups to engage with renowned leaders. The inaugural edition featured Shri Jitin Prasada, Hon'ble Minister of State in the Ministry of Commerce and Industry; and Electronics and Information Technology, where **6** founders shared challenges and gained first-hand guidance.



EXPANDING REACH & GLOBAL OPPORTUNITIES

- MSH-supported startups garnered global recognition across premier platforms, with **10** startups representing India at the Global Startup Bridge - Brussels (May 2025), **15+** startups at VivaTech 2025, Paris (June 2025), **12** startups at the Strategic Electronics Summit, Bengaluru (Aug 2025), **5** startups at India Mobile Congress 2025 and **24** startups at the Tamil Nadu Global Startup Summit (Oct 2025). Gujarat Startup Summit, where **5+** MSH supported startups exhibited their innovative products.
- UWA Hack for Impact – Global Innovation Challenge: MSH partnered with The University of Western Australia (UWA) to connect Indian and Australian students through a 5-day cross-border innovation challenge addressing energy, education, agriculture, tourism and sport, with industry mentorship, prototyping and solution pitching.
- A commercial MoU between IG Drones and Belgium's VoxelSensors at Brussels marked a landmark moment of startup-led global business creation.

MSH also hosted delegations from Applied Sciences Technikum Wien, Austria, the Global South Region (NILERD), and Berlin's Senator & Government representatives.

"Across programmes, partnerships and platforms, MSH continued to create pathways for Indian startups to access capital, markets, technology, mentorship and global opportunities."

Stakeholder's POV

FROM THE ECOSYSTEM'S PERSPECTIVE



Avantika Gode

Vice President, Startup Policy Forum

MeitY Startup Hub is playing a pivotal role in strengthening India's deeptech, AI, and emerging technology ecosystem.

Through our partnership, we have helped connect startups with mentors, industry leaders, and policymakers while creating new opportunities for innovators.

I appreciate how MeitY Startup Hub consistently listens to incubators and keeps their needs at the centre of policy and programme design.

Its collaboration with ISBA on capacity building and openness to involving us across committees reflects a genuine commitment to strengthening India's incubation ecosystem.



Prasad Menon

President, ISBA



Parimal Khade

Joint Director, C-DAC PUNE

Through our collaboration with MeitY Startup Hub under IP Catalyst, we aim to strengthen startups' IP journey and support international patent filings.

Eligible startups can avail financial support of up to ₹20 lakh per invention, helping them protect their innovations and move towards technology commercialisation and global markets.

I see MeitY Startup Hub playing an important role in bringing together startups, industry, government and ecosystem stakeholders.

I particularly appreciate MSH's understanding of the distinct needs of hardware and deep-tech innovation and its efforts to create stronger pathways for Indian innovations to reach industry and markets.



Joginder Tanikella

CEO, T-WORKS

Startup's POV

REAL FOUNDERS. REAL INNOVATION. REAL IMPACT.

Through the voices of founders across our ecosystem, this section captures how MeitY Startup Hub is enabling startups to build, scale and navigate their journey from innovation to impact.

Here's what our founders have to say about their journey.



GABIFY

Hyderabad, Telangana

"MeitY Startup Hub has not been a new innovation or an initiative for us; it's been with us since inception, supporting us under the TIDE 2.0 scheme. And we're really glad they have been the first believers in Gabify, who believed that, yes, technology can actually be a problem solver for every single child in India. And that's what we are trying to work upon."

- SAHIL CHOPRA, CEO



BLURGS AI

Chennai, Tamil Nadu

"MeitY Startup Hub has been instrumental in our growth. Through its support, we've been able to connect with key government stakeholders, industry partners, and the wider innovation ecosystem. These collaborations and connections have opened new opportunities for us and played a significant role in helping us secure our $2.2M seed funding and prepare for our next phase of international expansion."

- ROSHAN RAJ MOHANTY , CEO



ARIVATION FASHIONTECH PVT LTD

Gurugram, Haryana

"TIDE Scale Up Investment program has been instrumental in the growth of Arivation Fashiontech Pvt. Ltd. Beyond financial support, MSH has provided valuable mentorship, strategic guidance, industry connections, and continuous guidance to strengthen our business strategy, refine our offerings, and accelerate our growth journey."

- PURVI ROY, FOUNDER



ONO

Bengaluru, Karnataka

"MSH's SAMRIDH Scheme has been helpful at the early stages to build the conviction through early validations and has been supportive throughout the journey."

- RAMA RAO KANCHARAPU, FOUNDER



TACKIT ANALYTICS PVT LTD

Jaipur, Rajasthan

"MSH supported Bowler Academy as an Entrepreneur-in-Residence (EIR) and has played a key role in our journey. Beyond financial support, MSH has provided valuable mentorship, strategic guidance, industry connections, and continuous support in refining our product, business strategy, and growth roadmap."

- DEEKSHA DIXIT, FOUNDER



TADPOLE PROJECTS

New Delhi

"MeitY Startup Hub is actually a feeder for us. When we were very small, they helped us at that stage. They believed in our idea. MeitY Startup Hub came forward to help us and actually had faith in what we were developing."

- JAAWAD KHAN, FOUNDER



SHAKTI WEARABLES

Gurugram, Haryana

"MSH provided a valuable platform for visibility, ecosystem support, and opportunities to connect with stakeholders aligned with women empowerment and innovation. The support strengthened outreach and impact-driven growth initiatives. We also got grants that helped us in the R&D"

- DR. SRISHTI SHARMA , FOUNDER

PIVOTING FOR
VIKSIT BHARAT

WHERE TECH MEETS VISION

As India accelerates towards a digital and innovation-led economy, **MeitY Startup Hub** is shaping a renewed strategic vision: The Pivot. It reflects our commitment to building a startup ecosystem that is more inclusive, decentralized and future-ready, while enabling Indian innovation to move from ideas to meaningful impact.

The Pivot is anchored in three transformative pillars:

Custodians of Deeptech Startups, nurturing frontier innovation and enabling deeptech ventures to navigate the journey from breakthrough ideas to market-ready solutions.

Creators of Capacity in Tier 2 and Tier 3, strengthening emerging innovation ecosystems and empowering the next generation of entrepreneurs across Bharat.

Drivers of Inclusive Tech, ensuring that the benefits of technology and innovation reach diverse communities and that no segment of society is left behind.



Together, these pillars define our continued journey as an enabler of India's innovation ambitions and a catalyst for a more connected, distributed and globally competitive startup ecosystem.

Startup's SPOTLIGHT

REAL FOUNDERS. REAL INNOVATION. REAL IMPACT.

Tan90 Thermal Pvt Ltd



Tan90 Thermal Solutions is revolutionizing the cold chain logistics sector. Founded in 2019, the company specializes in sustainable, energy-efficient cooling using proprietary Phase Change Materials (PCM).

Dr. Soumalya Mukherjee, Founder

Supported Under:

TIDE 2.0

~100%	100+	50+	91+
CAGR over the last 4 years	Enterprise and institutional customers across India	Women Beneficiary impacted	Direct jobs created

Supported with: INR 35 Lakhs

Conventional cooling is energy-intensive, refrigerant-heavy, and unreliable in grid-deficit regions, leading to spoilage and rising emissions.

Tan90 uses PCM-based passive and hybrid cooling systems to:

- Cut cooling energy use by 30–60%
- Reduce dependence on high-GWP refrigerants
- Enable off-grid and intermittent-grid cold storage
- Reduce food and pharma cold-chain spoilage

EcoBuddy



EcoBuddy is a digital waste management platform that connects households, businesses, waste collectors, and recyclers through a transparent ecosystem. The platform enables smart waste pickup, real-time tracking, recycling, and circular economy practices while reducing landfill waste and creating sustainable livelihood opportunities.

Farukh Usman, Founder

Supported Under:

GENESIS

100+	30+	7+	35+
Pilot Deployments	Customers Reached	Women Supported	Jobs created

Supported with: INR 10 Lakhs

- Connects households, businesses, and waste collectors for seamless waste collection.
- Enables live tracking of pickups and transparent transaction management.
- Links recyclable materials directly to recyclers, reducing landfill waste.
- Promotes responsible waste management, resource recovery, and environmental sustainability.

Zeko AI



Zeko AI is building enterprise-grade Voice AI agents for hiring - automating interviews, screening, and recruiter workflows end-to-end. By combining voice AI with fine-tuned LLMs and a proprietary multi-agent system, we replicate domain-expert decision-making at scale.

Tanvi Jain , Founder

Supported Under:

SAMRIDH

835+	150K+	50+	30+
Presence in 535+ Cities	AI Interviews Done	B2B Enterprise Clients	Jobs created

Supported with: INR 40 Lakhs

Zeko AI delivers voice-first AI interview agents that conduct adaptive, role-specific interviews, assess candidates in real time, and generate structured hiring insights.

By automating screening, evaluation, and scoring while reducing bias, the platform enables faster, consistent, and data-driven recruitment at scale.

Torchit



Torchit is a National Award-winning social-tech startup building affordable and accessible assistive technologies for persons with disabilities. Torchit has developed AI-powered solutions that enable independent mobility, reading, learning, communication, and livelihood opportunities for people with disabilities.

Hunny Bhagchandani, Founder

Supported Under:

SAMRIDH

₹8Cr+	30+	₹22Cr+
Pilot Deployments	Customers Reached	Annual Revenue

Supported with: INR 39.6 Lakhs

Torchit's solutions are being used across India and in more than 40 countries through collaborations with governments, corporates, NGOs, educational institutions, and disability organizations.

By combining artificial intelligence with affordability and local innovation, Torchit is working towards its vision of making assistive technology accessible to millions of people who currently lack access due to cost, awareness, and availability barriers.

AkinAnalytics



AkinAnalytics is a first-of-its-kind DeepTech AI & Drone Intelligence company focused on transforming legacy industries through AI-powered drone analytics, GIS intelligence, and real-time data-driven insights.

Janaki Pulaparthi , Founder

Supported Under:

SAMRIDH

10+	10K+	4	200+
Presence in 10+ States	Households Reached	IPR Filed	Jobs created

Supported with: INR 38 Lakhs

AkinAnalytics is solving the challenge of inefficient, unsafe, and non-data-driven industrial operations across legacy sectors such as mining, irrigation, infrastructure, agriculture, energy, and smart cities. Traditional monitoring methods are manual, time-consuming, risky, and lack real-time actionable intelligence. Through AI-powered drone analytics, AkinAnalytics enables safer operations, improved productivity, ESG compliance, disaster preparedness, and data-driven governance aligned with Viksit Bharat and Digital India initiatives.

SNL INNOVATIONS



Founded in 2019 by Sudhanshu Gupta and Dr. Liza Mittal, SNL Innovations develops sustainable, decentralised food-processing solutions that bring processing closer to farms, enabling FPOs, farmer collectives and rural entrepreneurs to create greater value.

Sudhanshu Gupta and Dr. Liza Mittal

Supported Under:

SAMRIDH

11	5000+	500+
Presence across 11 States	Farmers Served	Jobs created

Supported with: INR 40 Lakhs

- Patent-pending decentralized aseptic fruit and vegetable processing units that convert fresh produce into preservative-free aseptic pulp with up to 18 months shelf life.
- The technology enables processing at the farm gate, reducing logistics costs, wastage, and carbon emissions.

The Year in focus

Major Highlights













Startup Mahakumbh

A DeepTech Arena that united 36 startups, ecosystem leaders, and innovators to accelerate collaboration and shape India's next wave of DeepTech innovation.

New Delhi | April 2025

At Startup Mahakumbh 2025, MeitY Startup Hub made a strong DeepTech impact with the launch of its first-ever DeepTech Arena, themed "Inspiration. Conversations. Deliberations." The arena brought together 36 cutting-edge startups working across emerging technologies such as AI, semiconductors, quantum computing, robotics, cybersecurity, and smart mobility, creating a vibrant space for innovation-led dialogue and collaboration.



Inaugurated by Shri S. Krishnan, Secretary, MeitY, the arena set the stage for high-energy engagement between founders, investors, corporates, and global tech leaders, strengthening India's deep-tech ecosystem.

The event also marked key ecosystem milestones, including the launch of SAMARTH Portal 2.0, featuring AI-powered MeitY Mitra and a secure Entity Locker to better support startups.



The arena witnessed participation from senior leaders such as Shri Piyush Goyal, Hon'ble Minister of Commerce & Industry, along with officials from MeitY and DPIIT, who interacted with founders and reinforced government support for deep-tech innovation. With new initiatives like the ELCINA Challenge and interactive startup engagement activities, the platform further amplified collaboration, visibility, and momentum for India's growing DeepTech landscape.



TNGSS 2025:
Tamil Nadu Global Startup Summit

> Connecting startups, investors, industry and ecosystem enablers while creating a national platform for deeptech innovation and strengthening collaboration between the Centre and states.

Coimbatore | October 2025

The Tamil Nadu Global Startup Summit (TNGSS) 2025, held in Coimbatore as a flagship initiative of StartupTN, brought together startups, investors, industry leaders and ecosystem enablers on a common platform. With a footfall of around 72,000 participants, the summit highlighted Tamil Nadu's growing strength as an entrepreneurship and innovation hub and its commitment to building a self-sustaining ecosystem that creates economic and social impact.



A key highlight was the MSH Deep Tech Arena, set up by MeitY Startup Hub and inaugurated by the Secretary, MeitY, which showcased 24 deeptech startups supported under the SAMRIDH and GENESIS schemes. The Arena provided a vibrant platform for startups to showcase their technologies, engage with stakeholders and explore opportunities for collaboration.



Through the participation of government leaders, startups, investors and institutions, TNGSS 2025 reinforced the power of Centre-State collaboration in advancing India's deeptech ambitions and building a stronger, more connected startup ecosystem.





IMC 2025: India Mobile Congress

Creating a national platform for MSH-supported startups to showcase breakthrough technologies, connect with industry and investors, and unlock opportunities in emerging technology markets.

New Delhi | October 2025

The 9th edition of India Mobile Congress (IMC) 2025, held from 8–11 October 2025, brought together global leaders from telecom, deeptech and digital industries to showcase the future of connectivity and innovation. Jointly organised by the Department of Telecommunications (DoT) and COAI, the event served as a major platform for technology, collaboration and industry engagement.



MSH at IMC 2025

MeitY Startup Hub participated through the MeitY Pavilion, featuring five startup pods showcasing innovations across AI, mobility and sustainability. The pavilion drew 2,000+ visitors, including investors, corporates, industry leaders and senior government officials, giving MSH-supported startups a national platform to demonstrate their technologies, explore partnerships and gain valuable market visibility.



The event was inaugurated by Hon'ble Prime Minister Shri Narendra Modi, marking a significant moment for India's technology and connectivity ecosystem. During the event, Shri S. Krishnan, Secretary, MeitY, visited the MeitY Pavilion and interacted with the participating startups, appreciating the innovations being showcased under the MeitY Startup Hub portfolio.

The MSH presence at IMC 2025 reinforced its role in connecting Indian startups with large-scale technology platforms and creating opportunities for innovation to move from showcase to collaboration, market access and impact.



Startup Samvaad 2025

> ***Navachar: Viksit Bharat Ka Naya Aadhaar***
> Innovation grows stronger when ideas are heard, conversations are open, and the ecosystem moves forward together.

New Delhi | October 2025

Launched by MeitY Startup Hub, the inaugural edition of Startup Samvaad brought together startups, policymakers and ecosystem leaders for meaningful conversations around India's innovation journey.



The platform placed 6 startups at the heart of the dialogue, giving them an opportunity to share their journeys, challenges and aspirations while fostering stronger connections across the ecosystem.

The inaugural edition featured an inspiring interaction with Shri Jitin Prasada, Hon'ble Minister of State in the Ministry of Commerce and Industry; and Electronics and Information Technology, who emphasised the importance of building solutions that truly serve Bharat, advance digital inclusion and improve lives through technology and innovation.



With "Navachar: Viksit Bharat Ka Naya Aadhaar" as its guiding thought, Startup Samvaad sets the stage for a continued dialogue that amplifies voices from across India and strengthens collaboration towards a more inclusive, connected and innovation-driven Bharat.





TIDE 2.0 Pravartan: The Culmination

Marking the successful completion of TIDE 2.0 and celebrating a journey of strengthening technology incubation

Delhi | January 2026

MeitY Startup Hub hosted TIDE 2.0 Pravartan in New Delhi in January 2026, marking the culmination of the Technology Incubation and Development of Entrepreneurs (TIDE 2.0) Scheme. The programme brought together senior government leadership, incubators, startups, investors, industry stakeholders and ecosystem partners from across the country to reflect on the programme's journey and its contribution to India's technology entrepreneurship landscape.



The event was graced by Shri Jitin Prasada, Hon'ble Minister of State, MeitY and Ministry of Commerce & Industry; Shri S. Krishnan, Secretary, MeitY; Shri Krishan Kumar Singh, Joint Secretary, MeitY; and Shri Arvind Kumar, Director General, STPI, reflecting the scale and significance of the programme's culmination.

The Pravartan programme brought the ecosystem together through a diverse set of engagements, including the Pravartan Expo, where 30+ startups showcased their innovations; investor pitching sesions, with 17 startups pitching to 16 investors; expert-led sessions and panel discussions exploring the future of technology entrepreneurship; and a roundtable on the future of incubation in India, bringing together key ecosystem voices to discuss stronger pathways for incubation and startup growth.



With 300+ startups and 50+ incubators participating, the event served as a powerful convergence of the ecosystem built through TIDE 2.0.

The culmination of TIDE 2.0 marked not an end, but a milestone in MSH's continued journey to strengthen incubation, enable technology-led entrepreneurship and build a more connected, future-ready innovation ecosystem aligned with the vision of Viksit Bharat @2047.

Impact AI Pitchfest

> Bringing promising AI startups and the investment ecosystem together to unlock capital, strengthen market readiness and accelerate the journey from breakthrough ideas to real-world solutions.

Bharat Mandapam | February 2026

MeitY Startup Hub hosted the Impact AI Pitch-Fest as part of the IndiaAI Impact Summit 2025, creating a focused platform for emerging AI startups to showcase their solutions, present their growth strategies and engage directly with potential investors. The PitchFest brought together leading investors and venture capital leaders from the Indian Venture and Alternate Capital Association (IVCA) network, enabling founders to gain market insights, valuable feedback and meaningful investment opportunities.



From Pitches to Capital

Through the Impact AI PitchFest, MSH supported 30+ AI startups in mobilising investments worth ₹500+ crore, demonstrating the potential of structured platforms to connect innovative startups with capital and strategic opportunities.

The initiative reinforced MSH's commitment to creating pathways that help India's AI innovators move from innovation to investment, scale and impact.



The event was honoured by the presence of Shri Ashwini Vaishnaw, Hon'ble Minister of Railways; Information and Broadcasting; and Electronics and Information Technology; Shri S. Krishnan, Secretary, MeitY; Dr. Panneerselvam Madanagopal, CEO, MeitY Startup Hub; Shri Abhishek Singh,CEO, IndiaAI and other senior dignitaries.





INNOVATION, IN FRAME

A GLIMPSE, NOT THE WHOLE STORY

Across the IndiaAI Impact Summit, MSH-supported startups represented a much larger ecosystem of ideas and technologies. Here, we spotlight a few of the innovators who brought that ecosystem to the national stage.

Vicharak



Building the future of intelligent, reconfigurable computing with high-performance SBCs, FPGAs, and AI acceleration

Supported Under: SAMRIDH

BrainSightAI



BrainSightAI develops AI-powered brain mapping solutions using functional connectomics to generate personalized brain maps for neurological and psychiatric disorders

Supported Under: TIDE 2.0

Tecnod8



Tecnod8 is developing Workforce Development & Deployment in Industry, for Workforce, Students, Academic Institutes, Corporates to solve Shortage of Industry4.0 ready workforce/ training using AI powered simulation for experiential learning using AI, Simulation, Augmented learning

Supported Under: TIDE 2.0

Vyuhaa Med Data



VyuPath EDGE is our portable, AI-powered digital pathology device that brings lab-grade cancer screening to the point of care. From whole-slide image analysis to real-time biomarker quantification no cloud dependency, no IT setup required.

Supported Under: TIDE 2.0

Inflynx Technologies Private Limited



Inflynx Technologies (est. 2025) focused on delivering cutting-edge solutions using Blockchain, AI, and IoT. We specialize in building secure, scalable, and impactful tech for legal, energy, and public-sector innovation.

Supported Under: GENESIS

Voptimaise Climate Tech Solutions Private Limited



V-OptimAIse provides AI-driven, real-time production optimization solutions for steel and manufacturing industries, leveraging proprietary AI models and continuous learning to reduce yield losses and improve operational efficiency.

Supported Under: SAMRIDH

Zeko AI



Zeko AI is building enterprise-grade Voice AI agents for hiring - automating interviews, screening, and recruiter workflows end-to-end. By combining voice AI with fine-tuned LLMs and a proprietary multi-agent system, we replicate domain-expert decision-making at scale.

Supported Under: SAMRIDH

KuKi Solutions Pvt. Ltd.



KuKi is an ESG compliance and sustainability reporting platform that simplifies data collection, analysis and reporting through a data-driven solution. It enables businesses to generate real-time sustainability insights and benchmarks, significantly reducing the time and effort involved in ESG compliance.

Supported Under: GENESIS

GENESIS NEXTGEN Startup Summit - Jaipur Edition

A vibrant convergence of startups, young innovators and ecosystem stakeholders, fostering collaboration, learning and new possibilities.

Jaipur | March 2026

The GENESIS Next Gen Startup Summit Jaipur Edition, hosted at Vivekananda Global University, brought together a vibrant mix of founders, investors, policymakers, academic institutions, and ecosystem enablers to strengthen innovation beyond metro cities. The summit focused on enabling entrepreneurship across Tier-2 and Tier-3 regions, highlighting how emerging startup hubs like Jaipur are becoming key drivers of India's innovation story.



Through global perspectives on market access, discussions on women-led innovation, and practical startup masterclasses, the event created a strong platform for learning and collaboration.

A major highlight of the summit was the Next Gen Pitch Vault, where 15 startups presented their ideas directly to leading investors in a dynamic, high-energy setting.



Alongside this, interactive sessions and fireside conversations provided real-world insights into scaling, funding, and building resilient ventures.

Overall, the summit reinforced MeitY Startup Hub's vision of fostering inclusive, ground-up innovation and empowering startups across Bharat to build globally competitive and impact-driven solutions.



PHOTO GALLERY

GENESIS
NEXTGEN
Startup Summit
Jaipur Edition









> "The next breakthrough need not come from a boardroom in a metropolitan city. It can come from a student, a founder, or a young innovator solving a problem in any corner of India.

GENESIS NEXTGEN Startup Summit - Mandi Edition

Where ideas travelled beyond the usual hubs, creating a platform for young innovators to connect, collaborate and build for a better tomorrow.

Mandi | March 2026

The GENESIS Next Gen Startup Summit Mandi Edition, hosted at IIT Mandi, brought together founders, investors, policymakers, and ecosystem leaders to strengthen innovation emerging from Tier-2 and Tier-3 India. The summit created a vibrant platform for collaboration, where stakeholders explored how grassroots innovation can be nurtured into scalable and impactful ventures through stronger institutional and ecosystem support.



Through keynote sessions, masterclasses, panel discussions, and founder interactions, the event focused on key themes such as startup growth, funding readiness, and industry collaboration. It reinforced MeitY Startup Hub's commitment to empowering emerging innovators across India and enabling them to build solutions that contribute meaningfully to the vision of Viksit Bharat 2047.







PHOTO GALLERY

GENESIS
NEXTGEN
Startup Summit
Mandi Edition









> When we invest in young innovators, we are not simply supporting individual ideas - we are investing in the imagination, resilience, and problem-solving capacity of India's next generation.

STRENGTHENING THE INCUBATION ECOSYSTEM

Engaging with the incubators and implementing partners driving innovation on the ground.



ISBACON 2025
MSH X ISBA

National Incubator Ecosystem Strengthening Partnership



Guwahati | December 2025

MSH partnered with the Indian STEPs & Business Accelerator (ISBA) – a national body representing the incubator and accelerator community across India – to jointly strengthen the country's grassroots startup support infrastructure. With ISBA's wide network spanning 200+ incubators and a strong presence in Tier 2/3 cities, North-East India, and women-led entrepreneurship, this collaboration directly reinforces MSH's commitment to inclusive and regionally balanced innovation growth. Formalised at ISBACON 2025 – India's flagship incubator conference in its 17th edition – the partnership channels both organisations' expertise into building a unified national platform for policy advocacy, capacity building, governance excellence, and startup support.

The collaboration creates meaningful impact across three dimensions: extending MSH's national programmes to ISBA's extensive incubator network; co-developing capacity building initiatives to strengthen incubator governance and compliance standards; and directing focused attention to underserved geographies and demographics, including founders in the North-East and women entrepreneurs in Tier 2 and Tier 3 cities. Together, MSH and ISBA present a cohesive national front for driving inclusive start-up ecosystem development at scale.



Investment Playbook for Seed Support Grants

At ISBACON 2025, the Investment Playbook for Managing Various Seed Support Grants by Start-up Incubators was officially launched as an initiative of MeitY Startup Hub, IIT Bombay and the ISBA Knowledge & Resource Centre. The playbook brings together structured guidance for incubators on responsibly managing government and CSR seed support, strengthening investment decision-making and developing a strong pipeline of investment-ready startups. Dr. Panneerselvam Madanagopal, CEO, MeitY Startup Hub, along with Ms Poyni Bhatt and Prof. Rohan Chinchwadkar, were the key contributors of the playbook. The resource is now available on the MSH portal, providing practical guidance for incubator leaders, ecosystem managers and stakeholders working to strengthen early-stage capital and scalable entrepreneurship.

SAKSHAM - Powering Liftoff Capacity Building Program for Incubators (MSH X STPI)



Bhubaneswar | August 2025

SAKSHAM – Powering Liftoff, a two-day capacity-building programme organised by MeitY Startup Hub in association with STPI, was held on 21–22 August 2025 at STPI Bhubaneswar. The programme brought together approximately 120 participants, including STPI CoE leadership, enabling partners, nodal officers and incubation managers, with a focus on strengthening capabilities across the startup incubation ecosystem.

The programme covered the complete startup support lifecycle, from incubation and startup readiness to funding, investment, intellectual property and corporate collaboration. Through expert-led sessions, practical frameworks and peer learning, participants explored approaches to improve the way incubators identify, mentor, prepare and support startups.

Key Learnings

- Milestone-driven incubation: Strengthening startup selection, mentoring frameworks, milestone tracking and continuous assessment of startup readiness.
- Stage-appropriate funding: Understanding the role and suitability of grants, equity, debt, CSR funding and other instruments across different stages of startup growth.
- Investment readiness: Going beyond pitch decks to build capabilities around valuation, cap tables, legal compliance, documentation, traction and business opportunity.
- IP as a growth enabler: Understanding the IP lifecycle, protection mechanisms and technology-transfer pathways required to protect and commercialise innovation.
- Strong programme governance: Emphasising grant utilisation, progress reporting, financial statements and closure documentation for transparent and effective programme implementation.
- Startup–corporate collaboration: Exploring matchmaking, pilots, Proofs of Concept and co-development models to help startups progress from technology validation to commercial deployment.
- Learning into action: Enabling participants to translate the programme's learnings into actionable approaches within their respective incubation ecosystems.

The programme also explored equity and shareholding frameworks, investment instruments, rights and restrictions, exit mechanisms, compliance and governance, alongside practical approaches to corporate–startup engagement. By combining knowledge-sharing with peer interaction and actionable frameworks, SAKSHAM reinforced MSH's commitment to strengthening the institutions and people that enable startup growth.

120+ Participants | 2 Days | Incubation | Funding | IP | Investment | Corporate Innovation

From TIDE 2.0 to Incubation 2.0

A Round Table on the Next Wave of Startup Incubation



New Delhi | January 2026

MeitY Startup Hub convened a Round Table Discussion on "The Next Wave" on 19 January 2026 at The Ashok Hotel, New Delhi, bringing together leaders and representatives from incubators and enabling partners across India. Chaired by Dr. P. S. Madanagopal, CEO, MSH, and moderated by Shri Prasad Menon, President, ISBA, the session reflected on the learnings from TIDE 2.0 and explored the evolving requirements of India's startup and DeepTech ecosystem.

The discussion emphasised the need to move from a transactional implementation approach towards a strategic and co-creative partnership, positioning incubators as long-term Enabling Partners in building the startup ecosystem. Participants highlighted critical gaps across the startup lifecycle, particularly the transition from idea to prototype and prototype to market.



Key priorities included strengthening DeepTech incubation, improving access to testing, certification and validation, enabling manufacturing and supply-chain linkages, and expanding opportunities for industry collaboration, government and PSU procurement, and domestic and international market access. The need for stronger R&D–industry linkages, shared infrastructure, cross-incubator collaboration and specialised human capital development was also highlighted.

The Round Table laid the foundation for "Incubation 2.0", with a shared vision to streamline incubation, strengthen ecosystem collaboration and provide startups with more comprehensive support beyond funding. The collective insights will contribute towards shaping the next wave of incubation support and strengthening India's DeepTech ecosystem over the coming decade.

Stronger Together. Greater Impact.

COLLABORATIONS SPOTLIGHT







LINK Innovation X MeitY Startup Hub

Global Startup Ecosystem & Innovation Collaboration



New Delhi | January 2026

MSH partnered with LINK Innovation – a global platform that connects startups, investors, and innovation ecosystems across borders – to expand the international reach of India's startup ecosystem. LINK Innovation, known for facilitating high-impact cross-border collaborations and connecting emerging ventures with global venture capital and corporate networks, brings a powerful international gateway to this partnership. Through this collaboration, MSH-supported startups gain visibility and access to LINK Innovation's Global Innovation Network, comprising international corporate partners, venture capital firms, and foreign innovation hubs – enabling them to forge strategic alliances and explore global market entry opportunities.

The partnership also anchors joint promotion of the SITAA Innovation Challenge and other MSH programmes across LINK Innovation's international channels, amplifying their reach to a global audience of innovators, investors, and industry stakeholders. MSH, in turn, integrates LINK Innovation into its national ecosystem network, creating a sustained bilateral channel that supports Indian startups in achieving global visibility, investor access, and cross-border scale.

State Bank of India X MeitY Startup Hub

Financial Ecosystem Partnership for Startup Enablement



New Delhi | July 2025

MSH and State Bank of India formalised a strategic collaboration to strengthen financial access and banking support for startups operating in the Electronics and IT ecosystem. As India's largest public sector bank with an unparalleled pan-India network, SBI brings institutional credibility, a dedicated startup-focused banking infrastructure, and access to a wide range of financial products and services.

The partnership positions SBI's dedicated Startup Branch in Gurugram as a key financial access hub for MSH-supported startups, providing them with tailored banking solutions, credit facilitation mechanisms, and potential access to SBI's data sandbox for solution development.

Beyond banking services, the collaboration explores joint initiatives including a co-designed startup accelerator programme and deployment of CSR funds towards social impact-driven ventures – broadening the financial ecosystem available to early-stage innovators. MSH integrates SBI into its national partner network, driving awareness across incubators and TIDE 2.0 Centres, and connecting startups and government stakeholders to SBI's portfolio of financial tools and innovation-support services. The partnership addresses a critical gap in startup growth – structured, institutional financial access – at a stage where it matters most.

Hub.Brussels X MeitY Startup Hub

Indo-Belgium Innovation & Market Access Partnership



Brussels | May 2025

MSH established a formal bilateral partnership with Hub.Brussels – the official international business development agency of the Brussels-Capital Region – to deepen innovation ties between India and Belgium and open structured market access pathways for Indian deep-tech startups into the European Union. Hub.Brussels plays a pivotal role in facilitating international business in Brussels and across the EU, connecting foreign startups and companies to local enterprises, investors, and regulatory ecosystems. Through this collaboration, Indian startups gain access to immersion programmes, expert networks, and enterprise connections in Brussels, while both ecosystems benefit from a sustained bridge of knowledge exchange and joint programme development.

The partnership formalises a shared commitment to co-promoting innovation initiatives, enabling startup delegations between the two regions, and building structured bilateral channels for investment, co-creation, and market exploration – particularly in the domains of Electronics, IT, and deep-tech. MSH integrates Hub.Brussels into its national partner network, ensuring that the collaboration creates tangible, long-term value for Indian startups seeking a foothold in the European innovation landscape.

HCLTech X MeitY Startup Hub

Youth Entrepreneurship, EdTech & Startup Incubation Partnership



New Delhi | July 2025

MSH and HCL Technologies joined forces to build a national pipeline from student-led innovation to commercial startup creation, anchoring HCLTech's ARISE (Aspire, Rise,

Innovate, Scale, Empower) programme to MSH's incubation and acceleration infrastructure. HCLTech's Career Shaper™ EdTech platform, designed to cultivate entrepreneurial thinking and business skills among students across India, provides the talent discovery layer – reaching up to 1,50,000 student entries through nationwide outreach, standardised assessment, and expert-led evaluation. The most promising student ventures are then channelled into MSH's ecosystem for incubation readiness support, national-level showcase, and integration into India's startup infrastructure.



The partnership bridges two critical gaps in India's innovation journey: identifying entrepreneurial talent at the student level, and providing those ideas with the institutional support to become market-ready ventures. With HCLTech driving programme delivery, curriculum support in partnership with Pearson and Certiport, and digital tracking infrastructure, and MSH enabling policy alignment, ecosystem facilitation, and access to national platforms, the collaboration directly advances India's vision of youth-led economic transformation under the Digital India and Viksit Bharat frameworks.

Apna X MeitY Startup Hub

Talent, Employment & Startup Hiring Ecosystem Partnership



New Delhi | November 2025

MSH partnered with Apna – India's leading professional networking and employability platform connecting millions of job seekers and employers across the country – to address one of the most persistent challenges for early-stage startups: building high-quality teams efficiently. Through this collaboration, MSH-supported startups gain structured access to Apna's hiring infrastructure, including discounted access to its job posting and talent search capabilities, enabling them to attract skilled talent without the burden of premium recruitment costs. The partnership also provides a direct talent pipeline pathway for startups at the growth stage, bridging the gap between platform-ready professionals and innovation-driven ventures.

Beyond hiring support, the collaboration integrates MSH into Apna's Campus Tank programme – a national platform that surfaces and nurtures young founders through evaluation, mentorship, investor access, and media exposure. MSH nominates high-potential startups from its ecosystem for fast-track selection into Campus

Tank, creating a structured showcase and acceleration opportunity aligned with the national vision of Viksit Bharat 2047. The partnership strengthens both MSH's talent ecosystem and Apna's footprint within India's government-backed innovation infrastructure.

UIDAI X MeitY Startup Hub

Government Partnership – Identity Technology Innovation



Hyderabad | September 2025

MeitY Startup Hub was designated as the Strategic Partner of the Unique Identification Authority of India (UIDAI) for the implementation of SITAA – the Scheme for Innovation and Technology Association with Aadhaar.

Formalised at the Aadhaar Samvaad event in Hyderabad, this partnership marks a defining moment in MSH's evolution as a national innovation institution – moving from ecosystem enabler to co-architect of India's identity technology future. SITAA is designed to catalyse the development of indigenous, Aadhaar-aligned solutions across security, scalability, and digital identity usability by attracting and nurturing startups from across India's deep-tech landscape.

MSH brings end-to-end programme ownership – driving nationwide outreach through its network of startups and incubators, curating and managing specialised Accelerator and Incubator Partners (AIPs), and guiding cohort startups from early-stage Proof-of-Concept through to pre-commercialisation and UIDAI procurement readiness.

A dedicated UIDAI–SITAA Demo Day for each cohort directly connects validated startup solutions with government buyers, industry partners, and investors – creating a live, high-stakes procurement and adoption channel unique to this collaboration.

Backed by a Joint Steering Committee and milestone-based impact tracking, the SITAA partnership channels India's most promising identity tech innovators into one of the world's largest and most consequential digital infrastructure ecosystems.

Vultr India Pvt. Ltd. X MeitY Startup Hub

Cloud Infrastructure & Startup Enablement Partnership

New Delhi | December 2025

MSH partnered with Vultr – one of the world's largest independent cloud computing platforms – to give Indian startups access to enterprise-grade cloud infrastructure at the stage when it matters most. Access to scalable, affordable cloud resources is a critical enabler for deep-tech and product startups, yet infrastructure costs remain a significant barrier for early-stage ventures.



Through this collaboration, startups across MSH's ecosystem gain structured access to cloud credits, discounted services, and Vultr's technical resources – enabling them to build, test, and scale on globally competitive infrastructure without prohibitive upfront costs.

The partnership extends beyond credits to include joint workshops and training sessions on cloud architecture and deployment, building practical capacity among startups at every stage of growth. By embedding Vultr into MSH's national incubator and TIDE 2.0 network, the collaboration ensures these benefits reach startups across India's innovation landscape.

INDIA SESSION at VivaTech Paris 2025



Paris | June 2025

MeitY Startup Hub co-hosted the India Session at VivaTech Paris 2025 at the Business France stand, highlighting India's digital transformation journey and strengthening ties between the Indian and French innovation ecosystems. As part of the lead-up to the Indo-French Year of Innovation 2026, the session brought together global stakeholders to explore opportunities for collaboration in AI, deep-tech, digital public infrastructure, and startup innovation.

Representing MeitY Startup Hub, Dr. Panneerselvam (PS) Madanagopal, CEO, emphasized India's commitment to supporting startups through market access, ecosystem partnerships, and global expansion opportunities, while reinforcing France's role as a key innovation partner and gateway to Europe.



Womennovator X MeitY Startup Hub

Women's Entrepreneurship & Inclusive Innovation Partnership



Jaipur | March 2026

MSH partnered with Womennovator – a dedicated platform empowering women innovators, product entrepreneurs, and women-led tech startups across India – to actively mainstream gender-inclusive innovation into the national startup ecosystem. While India's startup landscape has grown rapidly, women founders continue to face structural barriers in accessing capital, mentorship, technology infrastructure, and market networks. This partnership directly addresses those gaps by combining Womennovator's specialised grassroots reach with MSH's institutional platform, policy access, and national incubation infrastructure.

Women innovators supported through this collaboration gain access to capacity-building programmes, subsidised technology tools, prototype development support, and international market linkages – resources that are transformative for early-stage women-led ventures. MSH amplifies Womennovator's impact by integrating it into its national network of Partners, Incubators, TIDE 2.0 Centres, and Government Departments, building a sustained pipeline of women-led deep-tech startups equipped to compete and scale both nationally and globally. The collaboration reflects MSH's commitment to ensuring that India's innovation story is inclusive, diverse, and representative of its full entrepreneurial potential.

Delegation from the University of Applied Sciences Technikum Wien, Austria



New Delhi | December 2025

MeitY Startup Hub (MSH) hosted a delegation from the University of Applied Sciences Technikum Wien, Austria, at Electronics Niketan, New Delhi, to explore opportunities for collaboration in innovation, entrepreneurship, and technology. The engagement highlighted India's digital transformation journey and growing startup ecosystem, while discussions focused on startup ecosystem development, talent exchange, and academic partnerships. The delegation also interacted with five MSH-supported startups, fostering knowledge exchange and strengthening prospects for future India–Austria collaboration.

Strengthening India-Germany Startup Collaboration



New Delhi | July 2025

The MeitY Startup Hub hosted a high-level delegation from Germany led by Senator Franziska Giffey, Deputy Governing Mayor of Berlin and Senator for Economic Affairs, at Electronics Niketan, MeitY, bringing together senior policymakers and key stakeholders from Germany's innovation ecosystem.



The meeting, chaired by Dr. P. S. Madanagopal, CEO, MeitY Startup Hub, focused on strengthening India–Germany collaboration across key areas such as deeptech, fintech, and defence innovation. Discussions highlighted opportunities for startup exchange programs, joint initiatives, and enhanced market access, reinforcing a shared vision of building inclusive, future-ready entrepreneurial ecosystems and enabling cross-border innovation and global growth for startups.

Delegation of Government officials from South-East Asian countries- Part of the International Skill Development Program in Skill Development, Innovation & Startups, by NILERD under NITI Aayog



New Delhi | November 2025

MeitY Startup Hub hosted a 30-member delegation of government officials from South-East Asian countries under the International Skill Development Program in Skill Development, Innovation & Startups, organized by NILERD under NITI Aayog. The engagement provided the delegation with insights into India's digital transformation journey, key MeitY initiatives, and the country's growing startup ecosystem. The session also featured presentations by innovative startups and interactive discussions on innovation policy, capacity building, and international cooperation, fostering meaningful knowledge exchange and strengthening opportunities for global collaboration.

Ecosystem Engagement

Building a collaborative startup ecosystem through partnerships, networks, and meaningful engagement.

Partnering for Impact

Building Strong Networks

Engaging Stakeholders

Catalysing Collaboration



Startup Leap 2026



MeitY Startup Hub participated in CII Startup LEAP 2026 under the CII4NR initiative, engaging with innovators, founders, and ecosystem stakeholders to strengthen collaboration across India's startup landscape. The event served as a platform to highlight emerging opportunities in innovation, entrepreneurship, and technology-driven growth, while fostering meaningful dialogue between startups, industry leaders, and policy enablers.

Blockchain India Challenge



MeitY Startup Hub highlighted the launch of the Blockchain India Challenge, a national initiative by the Ministry of Electronics and Information Technology aimed at enabling Indian startups to build secure and scalable blockchain solutions for digital governance. Executed by C-DAC with support from MeitY, the challenge encourages DPIIT-recognized startups to collaborate with government departments and develop innovative use cases across sectors such as healthcare, agriculture, education, supply chain, land records, and public service delivery. Through this initiative, MeitY Startup Hub continues to foster emerging technologies and strengthen India's vision of transparent, efficient, and citizen-centric digital governance.

AI for All: Driving India's Digital Future" initiative in collaboration with Google



MeitY Startup Hub participated in the "AI for All: Driving India's Digital Future" initiative in collaboration with Google, bringing together policymakers, industry leaders, startups, and ecosystem stakeholders to discuss the role of Artificial Intelligence in accelerating India's digital transformation. The engagement focused on fostering AI innovation, strengthening digital capabilities, and enabling inclusive technology adoption across sectors.

The event highlighted the importance of collaborative efforts between government, industry, and technology partners in building a future-ready and globally competitive AI ecosystem for India.

InnovateX Pune, powered by MathWorks and IESA



MeitY Startup Hub participated in InnovateX Pune, a startup and innovation-focused initiative organized under the GENESIS programme by Software Technology Parks of India (STPI). The event brought together startups, incubators, industry leaders, investors, and ecosystem enablers to foster collaboration and accelerate innovation-driven entrepreneurship. Through discussions, startup showcases, and ecosystem interactions, the programme highlighted emerging opportunities for technology startups while promoting innovation, mentorship, and market access. The engagement reinforced MeitY Startup Hub's commitment to strengthening India's startup ecosystem and supporting founders in scaling impactful technology-led solutions.

Semiconductor Conclave 2025 at MIT-WPU

At Semiconductor Conclave 2025, Dr. Panneerselvam (PS) Madanagopal, CEO, MeitY Startup Hub, shared insights on India's rapidly evolving semiconductor and deep-tech innovation landscape.



He highlighted the critical role of startups, academia, industry, and government in building a resilient semiconductor ecosystem aligned with the vision of Atmanirbhar Bharat.

Deep Tech Industry Workshops



At the Deep Tech Industry Workshops: Immersive Intelligence with Deep Tech, co-hosted by the U.S. Embassy, the University of Connecticut (UConn), nasscom, and MeitY Startup Hub, Dr. Panneerselvam (PS) Madanagopal, CEO, MeitY Startup Hub, shared insights on India's deep-tech vision and innovation ecosystem. Addressing an audience of over 100 technology leaders, he highlighted the importance of fostering innovation across emerging domains such as AI, quantum technologies, cryptography, and advanced system architecture. The session emphasized the need for cross-sector collaboration, global partnerships, and startup-led innovation to strengthen India's position as a global deep-tech powerhouse.

SCHEMES: PROGRESS & IMPACT

Enabling Startups

Empowering Innovation

Driving Growth



OUR SCHEMES.
POWERING INDIA'S INNOVATION JOURNEY.

MeitY Startup Hub drives India's deep-tech startup ecosystem through three distinctive schemes that support innovators at every stage - from ideation to scale.



TIDE 2.0

Supporting deep-tech startups through structured incubation.

FOCUS AREAS
AI, IoT, Cybersecurity, Blockchain and other Emerging Technologies

SCALEUP GRANT
₹40 Lakh for market-ready startups

EiR SUPPORT
₹4 Lakh for early-stage startups

NETWORK
51 Incubators

GRANT SUPPORT
₹7 Lakh for growth-stage startups

Empowering startups to innovate, incubate and scale for global impact.

SAMRIDH

Accelerating scalable tech startups with market access and funding.

SUPPORT
Up to ₹40 Lakh (matched funding)

FOCUS
Scaling innovations with commercial potential

NETWORK
42 Partner Accelerators

Building a strong pipeline of market-ready startups for India and beyond.

GENESIS

65 Implementing Agencies aids grassroots innovation and early-stage startups, focusing on Tier II/III.

EiR SUPPORT
Up to ₹10 Lakh for early-stage startups

PILOT SUPPORT
Up to ₹40 Lakh with POs/Work Orders

INVESTMENT SUPPORT
Up to ₹50 Lakh for market-ready startups

DEEPTECH SUPPORT
Up to ₹1 Crore for deep-tech startups

Nurturing grassroots innovation and building a robust deep-tech startup ecosystem.

TIDE 2.0

TECHNOLOGY INCUBATION AND DEVELOPMENT OF ENTREPRENEURS

Technology Incubation and Development of Entrepreneurs (TIDE 2.0) Scheme has been envisaged to promote tech entrepreneurship through financial and technical support to incubators engaged in supporting ICT startups using emerging technologies such as IoT, AI, Block-chain, Robotics etc. in seven pre-identified areas of societal relevance. The Scheme has been implemented through 51 incubators and handholding of 1900+ tech start-ups.

MeitY initiated TIDE 2.0 Scheme in the year 2019 with an aim to promote technology-based entrepreneurship through financial and technical support to incubators. The scheme provided support to startups through 51 selected incubators in institutes of higher learning and premier R&D organizations pan India with a total outlay of Rs 264.62 Crore, to handhold 1900+ tech startups. The scheme has concluded in January, 2026.

The total budgetary outlay for the Technology Incubation and Development of Entrepreneurs (TIDE) 2.0 Scheme is INR 264.62 Crores.

What's New?

TIDE 2.0 concluded its journey with a budget outlay of INR 264.62 Cr., supporting 51 incubators and 1,900+ startups.

The culmination at TIDE 2.0 Pravartan brought together 300+ startups and 50+ incubators, with 30+ startups exhibiting and 17 startups pitching to 16 investors.





SAMRIDH

STARTUP ACCELERATOR OF MeitY FOR PRODUCT INNOVATION, DEVELOPMENT AND GROWTH

The SAMRIDH (Startup Accelerators of MeitY for Product Innovation, Development and Growth) Programme, implemented by MeitY Startup Hub, aimed exclusively at technology-based startups operating in ICT and digital innovation domains. The programme provides structured acceleration support along with equity-based funding to strengthen the growth of high-potential tech ventures.

The projects selected under the SAMRIDH program focused on accelerating product-based technology startups through structured accelerator programs. The selected startups received support for product development, market validation, customer acquisition, investor connect, and scaling of their business models. The work undertaken included mentoring, technical and business advisory, prototype refinement, go-to-market strategy development, and preparation for investment readiness. The accelerators facilitated access to industry networks, international immersion opportunities, and market linkages to enable startups to achieve significant revenue growth and valuation enhancement. The overall purpose was to strengthen high-potential startups and enable them to scale their innovations into sustainable and globally competitive technology ventures.

What's New?

SAMRIDH successfully concluded in JAN 2026 with a budget outlay of ₹99 Cr., accelerating 373 startups and supporting 241 startups with matching investments of up to ₹ 40 lakh through 42 partner accelerators.

691	Sessions organized by accelerators
81	Demo days conducted
546	Investors Engaged
300+	Sessions conducted by accelerators
373	Startups accelerated
241	Startups funded
141	Women founders
152	Patents granted
10000+	Employment generated by startups

SALIENT Features

The SAMRIDH Scheme provides start-ups which already have brilliant solutions and proof of concept for their product, better facilities to enhance their product using innovative technologies for the market with a solid business plan.

The SAMRIDH scheme supports existing and upcoming Accelerators to select and accelerate potential IT based start-ups to scale for solving India's problems creating positive social impact.

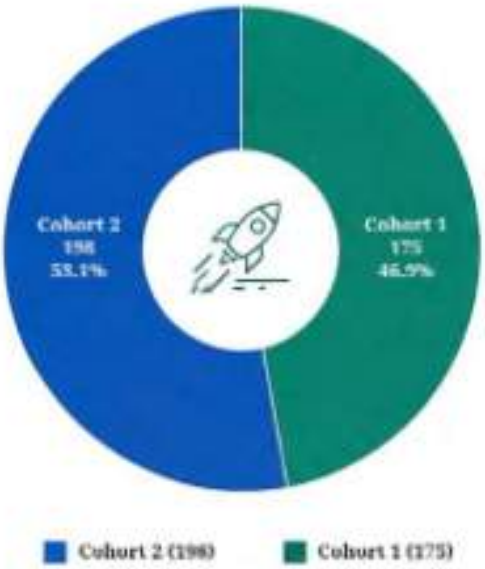
The SAMRIDH Scheme provides start-ups with a platform to enhance their products and secure investments for scaling their business.

Once a Start-up gains traction, there is a gap in accessing the growth stage funding to scale up the operations, and SAMRIDH Scheme is filling up this gap for the start-ups.

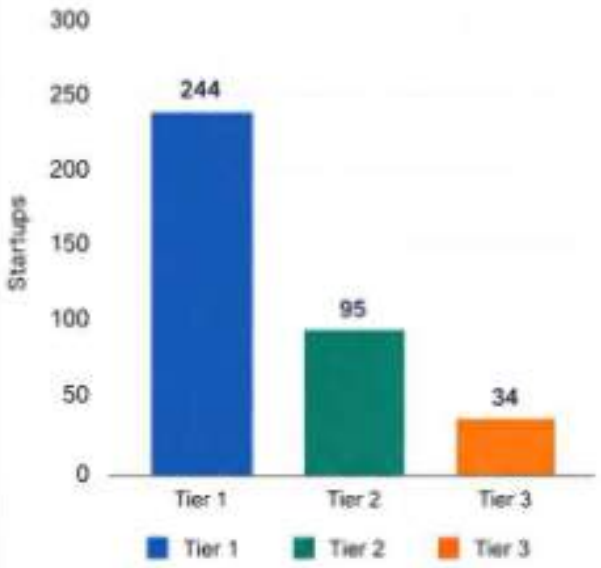
SAMRIDH IMPACT AT A GLANCE

STARTUP ACCELERATOR OF MeitY FOR PRODUCT INNOVATION, DEVELOPMENT AND GROWTH

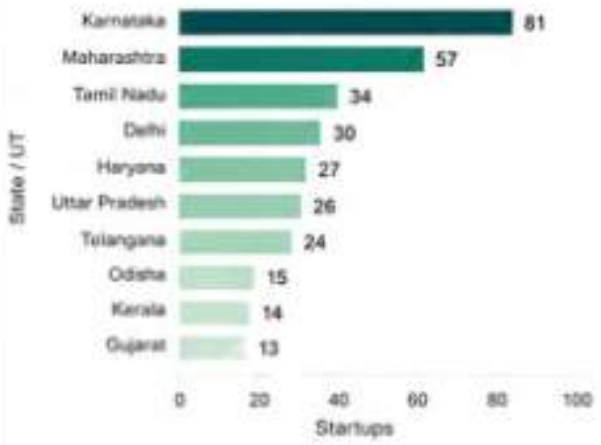
COHORT-WISE STARTUP DISTRIBUTION



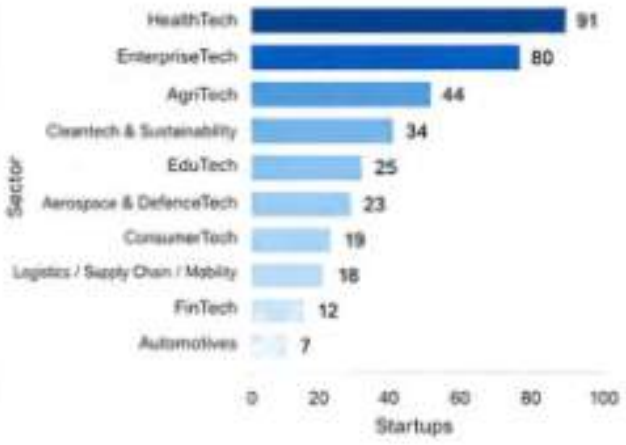
TIER-WISE STARTUP SPREAD



TOP STATES BY STARTUPS



TOP SECTORS BY STARTUPS



GENESIS

GEN-NEXT SUPPORT FOR INNOVATIVE STARTUPS

Gen-Next Support for Innovative Startups (GENESIS) is a flagship initiative designed to discover, support, grow and accelerate startups across India's Tier-II and Tier-III cities. With a total budget outlay of ₹490 crore, the scheme seeks to unlock the entrepreneurial potential of emerging regions and connect them more deeply with India's growing innovation ecosystem.

Startups outside major metropolitan hubs often face structural challenges, including limited access to funding, mentorship, innovation infrastructure, industry networks and market opportunities. GENESIS addresses these gaps by creating pathways for promising ventures to access targeted support at different stages of their growth journey.

Through its EIR, Pilot, Investment and DeepTech funding components, the initiative supports startups and innovators from early ideation and experimentation through to validation, investment and scale. This enables promising ideas from emerging ecosystems to move from innovation to market-ready solutions.

Today, GENESIS has established a strong regional presence through a network of 65 incubators and Enabling Partners across the country.
The initiative has already supported 570+ Entrepreneurs-in-Residence (EIRs), helping strengthen local entrepreneurial capacity and creating greater opportunities for innovation beyond traditional startup hubs.

By expanding access to capital, capabilities and ecosystem networks, GENESIS is helping build a more inclusive, distributed and resilient startup ecosystem—one where the next generation of high-impact businesses can emerge from every part of India.

Major objectives of the Scheme:

- Consolidation of startup related schemes and assets of MeitY for greater efficiency, asset utilization and enhanced support for startups.
- Provide Tier-II/ III cities focused funding to critically support Pilot/ Investment, Early-stage and deep-tech startups.
- Strengthening Incubators, building stronger startup ecosystem via capacity building initiatives in Tier II/ III cities.



COMPONENTS UNDER

GENESIS

Entrepreneur-in-Residence

Funding Up to 10 Lakhs/Startup
1020 EIRs in 5 years
For Startups at Ideation/Prototype Stage
Empowers innovators, students, and entrepreneurs to convert early ideas into pilot-ready solutions through focused funding and incubation support.

Pilot Component

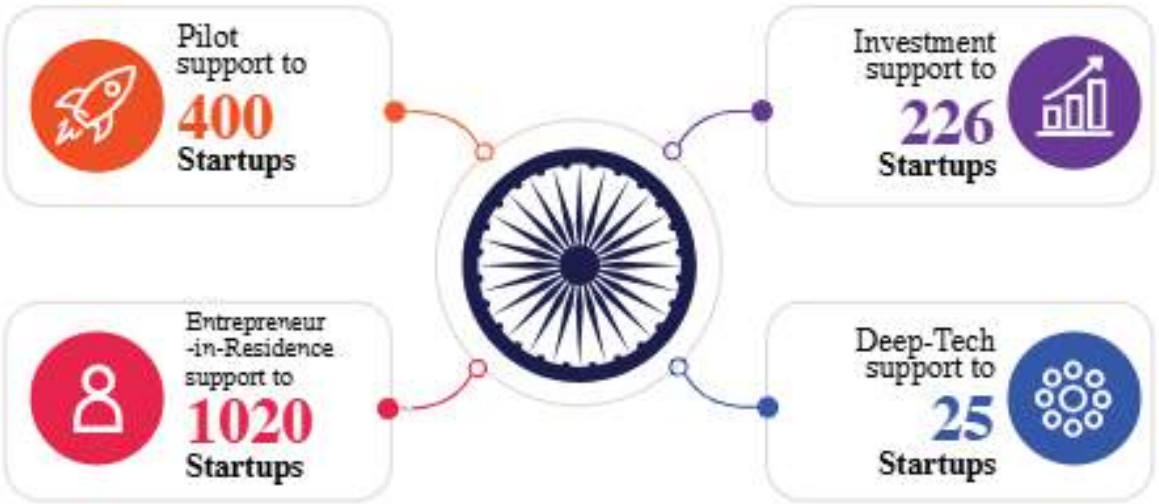
Funding Up to 40 Lakhs/Startups
400 Startups in 5 years
For Startups at MVP/Working Prototype Stage
Funding is provided based on valid Pilot Purchase Orders (POs) or Pilot Work Orders (WOs) received from corporates, Government bodies, PSUs, or other recognized stakeholders.

Investment Component

Funding Up to 50 Lakhs/Startup
226 Startups in 5 years
For Startups at Market Ready
Enhances investor confidence and startup scalability by matching government support with private investor funding in a defined ratio, ensuring capital is deployed alongside market validation

Deeptech Component

Up to 1 Cr/Startup
25 Startups in 5 years
For DeepTech Startups at Product Ready
Promotes indigenous development of critical technologies, strengthening long-term national capability and strategic self-reliance.



GENESIS

JOURNEY SO FAR

Our Journey in Numbers

65
Implementing Agencies

1873
Events & Mentorship Sessions

77
Patents Granted (EIR)

169
Patents Filed (EIR)

570
EIR Supported

87
Investment Startups Onboarded

4541
No. of Jobs Created (EIR-Investments)

190
Women Led Startups (EIR-Investments)

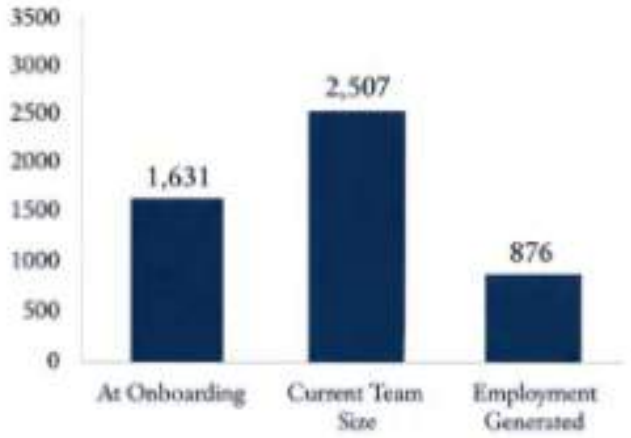
433
Products/Prototypes/ MVP Developed

246
No. of Investors Connected Investments

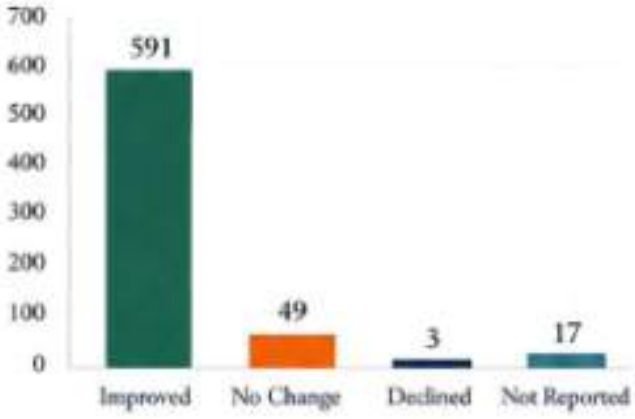
GENESIS

GEN-NEXT SUPPORT FOR INNOVATIVE STARTUPS

Team Growth and Employment Generated



TRL Progress Based on Before vs After EiR



Connecting Through DIGITAL.

Expanding MSH's reach, engagement and visibility across India's growing innovation ecosystem.



ENABLING INNOVATION IN DATA PRIVACY & DIGITAL IDENTITY

Bringing organisations, challenges and innovators together through the MSH ecosystem.



Code for Consent: The DPDP Innovation Challenge

MeitY Startup Hub, in collaboration with the National e-Governance Division (NeGD), supported the implementation of the Code for Consent: The DPDP Innovation Challenge, an initiative focused on fostering innovative and scalable solutions for consent management in alignment with the Digital Personal Data Protection (DPDP) Act, 2023.

The challenge invited startups, MSMEs and technology innovators to develop a modular, secure and interoperable Consent Management System capable of supporting consent lifecycle management, user rights, grievance redressal, audit logging, multilingual access and secure integration with existing digital platforms.

MSH enabled the challenge through its digital ecosystem by facilitating challenge outreach, online applications, participant communication, application scrutiny, evaluation workflows and coordination throughout the different stages of the challenge. The initiative progressed from an Architecture Challenge to a Coding Challenge, with six promising solutions shortlisted for the development phase.

The final solutions are envisioned to contribute towards the development of an open and reusable Digital Public Good, supporting wider adoption of privacy-centric consent management across India's digital ecosystem.



SITAA – Scheme for Innovation and Technology Association with Aadhaar

MeitY Startup Hub, in collaboration with the Unique Identification Authority of India (UIDAI), supported the implementation of SITAA – Scheme for Innovation and Technology Association with Aadhaar, an initiative aimed at fostering innovation in India's digital identity ecosystem.

Through SITAA, MSH supported UIDAI in engaging the startup and innovation ecosystem through focused technology challenges addressing critical areas of Aadhaar-enabled digital identity. The initial SITAA pilot featured three challenges: Face Liveness Detection, Contactless Fingerprint Authentication, and Presentation Attack Detection (PAD).
MSH supported the initiative through challenge dissemination and ecosystem outreach, application management, participant communication, evaluation workflows and the digital enablement of the challenge process.

The challenges attracted participation from innovators across the technology ecosystem, with 52 applications for Face Liveness Detection, 35 for Contactless Fingerprint Authentication, and 27 academic submissions for Presentation Attack Detection.

Through this collaboration, MSH helped create a structured pathway for startups, innovators and academia to contribute AI/ML, computer vision, biometrics and cybersecurity capabilities towards building secure, inclusive and future-ready digital identity technologies for Bharat.

Amplifying the Challenge

MeitY Startup Hub drove awareness for the SITAA Innovation Challenge through a multi-channel outreach campaign across the MeitY Startup Hub website, email campaigns and extensive social media promotion, using targeted creatives and engagement-led content to reach a wider network of startups and innovators and drive participation.

	Impressions	Clicks	Average CTR
	166,185	1,256	0.76%
on by UIDAI to build ID Tech solutions for pate in co-creating Bharat's ID tech! MeitY 123 age ↗ Chart More	166,185	1,256	0.76%

THE MSH SOCIAL PULSE

Expanding MSH's reach, engagement and visibility across India's growing innovation ecosystem.



Instagram
/meitystartup_hub
15400 Followers

LinkedIn
/meitystartuphub
67912 Followers

Facebook
/meitystartuphub.in
9500 Followers

X
/meitystartuphub
7666 Followers

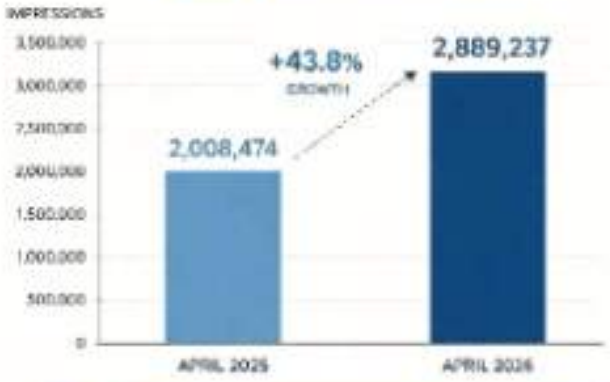
*Current stats

SOCIAL MEDIA PERFORMANCE COMPARISON

APRIL 2025 vs APRIL 2026

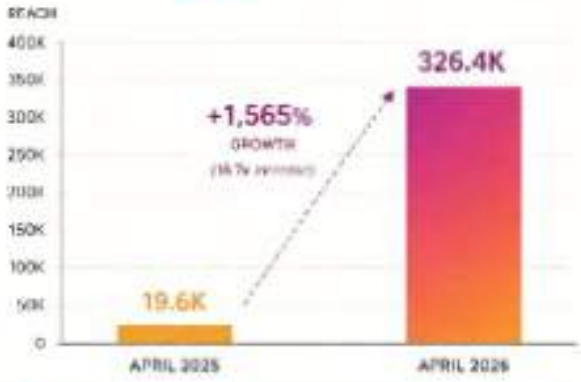
YEAR-ON-YEAR GROWTH

LinkedIn
TOTAL IMPRESSIONS



LinkedIn impressions increased from 2,008,474 in April 2025 to 2,889,237 in April 2026.

Instagram
REACH



Instagram reach increased from 19.6K in April 2025 to 326.4K in April 2026.

CONNECTING. ENGAGING. GROWING.

Snapshot from our **LinkedIn** Highlights

LinkedIn Highlights

2,889,237	32,209	871	275
Impressions	Reactions	Comments	Reposts

Snapshot from our **Instagram** Highlights

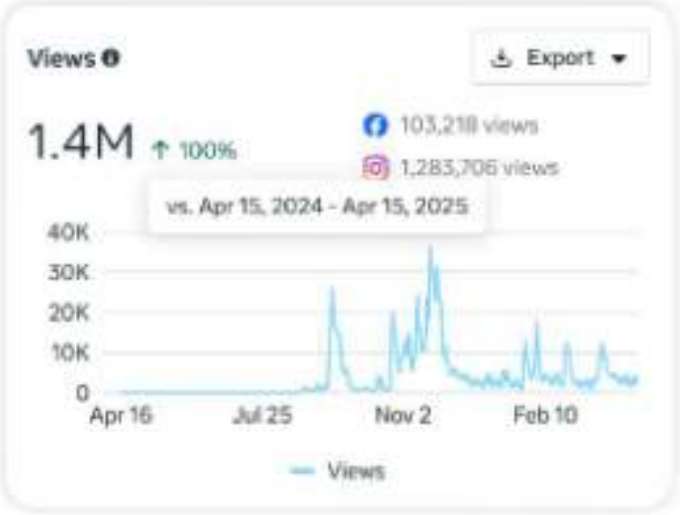
Instagram Highlights

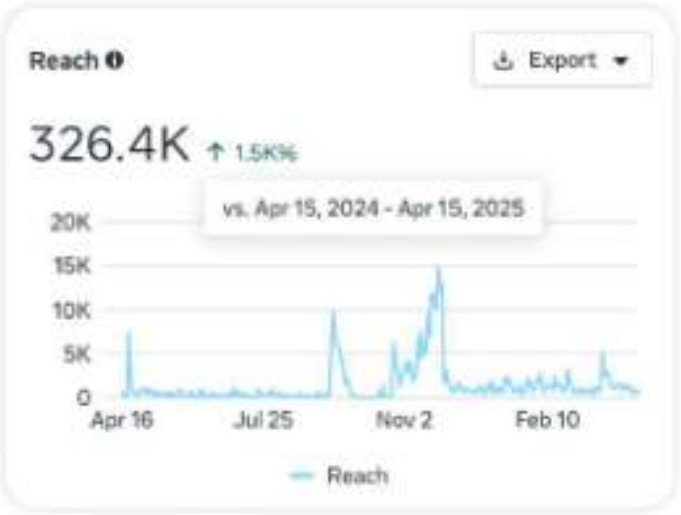
1.4M	326.4K	23.7K	1.9K
Views	Reach	Account Visits	Link Clicks

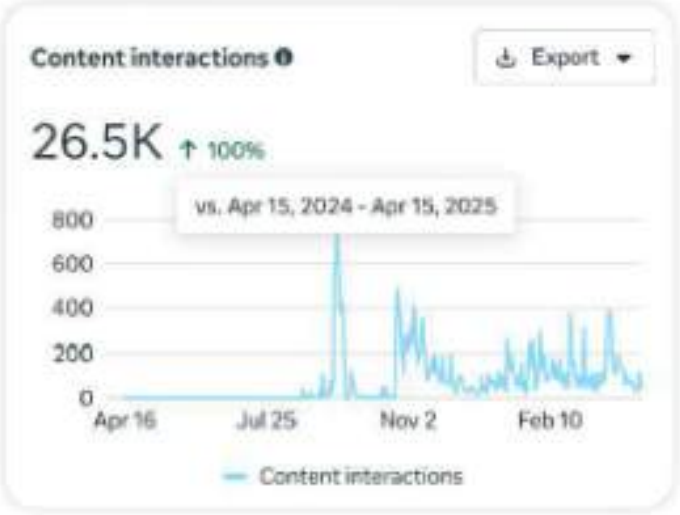
*over the last one year (April 2025 - 26)

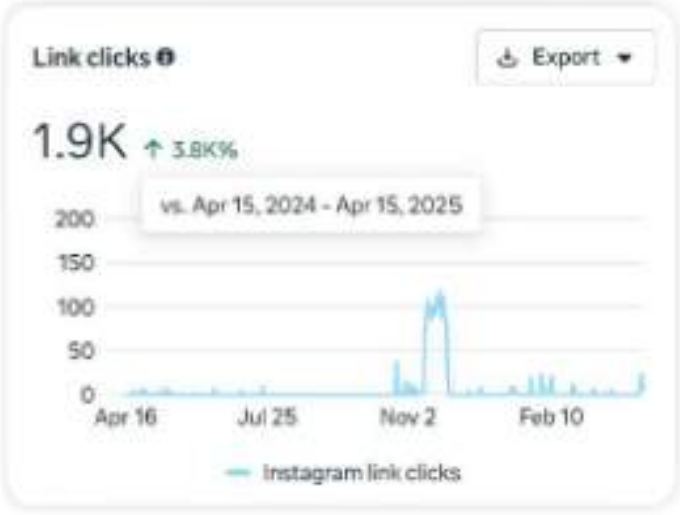
Snapshot from our
Instagram Highlights

April 2025 vs April 2026









WAY FORWARD

STRONGER PARTNERSHIPS. GREATER IMPACT.

MeitY Startup Hub continues to build strategic collaborations and future-focused programmes that empower startups, strengthen innovation and accelerate India's digital transformation journey.

COLLABORATIONS & ECOSYSTEM ENGAGEMENT

SAI–MSH AI Challenge Programme

In collaboration with SAI, MSH will launch a challenge to develop an AI-enabled, digitised Battery Fitness Assessment System to streamline India's 10 Battery Fitness Assessment tests and enable standardised, technology-driven fitness evaluation.

SITAA with UIDAI – From Pilot to Full-Scale

Building on the successful pilot, MSH will roll out the Scheme for Innovation and Technology Association with Aadhaar (SITAA) with UIDAI on a full scale. The programme will enable startups to build next-gen digital identity solutions and strengthen India's secure, scalable and interoperable digital ecosystem.

MSH–GeM Startup & Incubation Awareness Initiative

MSH will partner with GeM to conduct workshops and awareness sessions for startups and incubators on registration, onboarding and procurement opportunities on the GeM platform.

C-DAC IP Catalyst Partnership

Through the IP Catalyst Initiative with C-DAC Pune, MSH will provide IP support to startups via virtual IP facilitation cells, IP clinics and expert mentoring—enabling patent filing, technology transfer, licensing, industry connect and commercialisation of innovations.

Partnership with Wadhwani Foundation

MSH will collaborate with the Wadhwani Foundation to expand outreach and deliver structured support to startups, MSMEs and incubators through initiatives such as Accelerate and Liftoff.ai.

Expanding Startup Opportunities

- **GENESIS EIR 3.0** | Grant support of up to ₹10 lakh for aspiring entrepreneurs and innovators.
- **GENESIS Pilot 2.0** | Funding support of up to ₹40 lakh for startups that have received a Purchase Order (PO) or Work Order (WO).
- **GENESIS Investment 2.0** | Funding support of up to ₹50 lakh as 1:1 matching funding against external investment.
- **GENESIS DeepTech Component** | Funding support of up to ₹1 crore for DeepTech startups.

Representing India's Innovation Ecosystem

- Participation of MSH and 5 GENESIS supported startups at the 'At Home' Reception at Rashtrapati Bhawan.
- Representation of 30 MSH supported startups at the Independence Day Celebration.



MSH remains committed to converting partnerships into long-term programmes, creating meaningful startup opportunities, accelerating technology commercialisation and driving measurable ecosystem impact.

Together, we build. Together, we scale. Together, we shape Viksit Bharat @2047.

Innovate.
Collaborate.
Elevate Bharat.

Stay connected to the ecosystem
empowering India's next generation of innovation.

VISIT

msh.meity.gov.in

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/meitystartuphub.in

/meitystartuphub

Explore the Ecosystem.
Shape What's Next.