

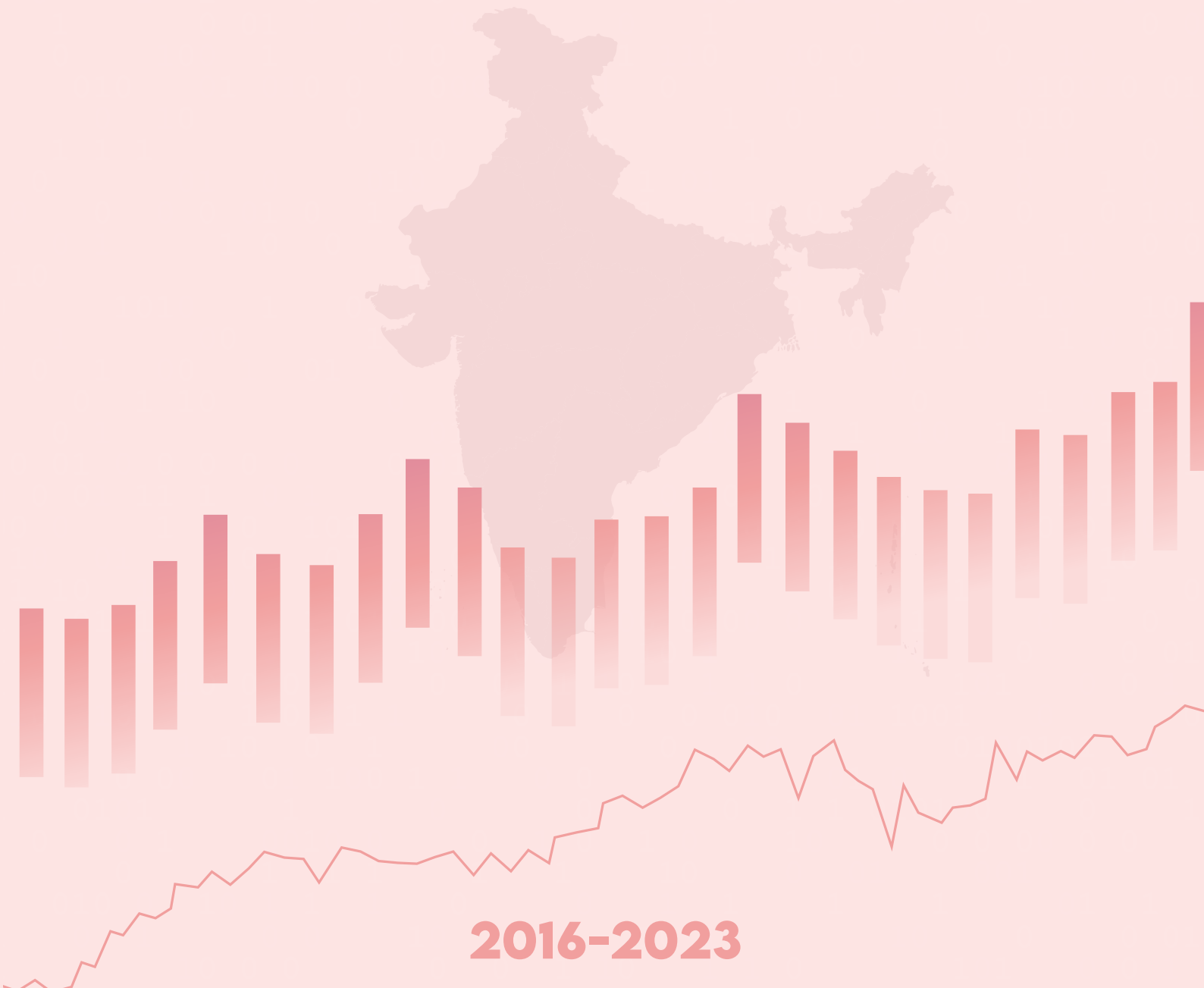


Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia

PRABHAAV

Powering a Resilient & Agile Bharat for the Advancement of Visionary Startups



2016-2023

www.startupindia.gov.in

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National Overview



Launched on 16 January 2016 by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, the Startup India Initiative has rolled out several programs intending to support entrepreneurs, build a robust startup ecosystem and transform India into a country of job creators instead of job seekers.

Under the Startup India initiative, eligible companies can be recognised as Startups by DPIIT to access a host of tax benefits easier compliance, IPR fast-tracking and more.

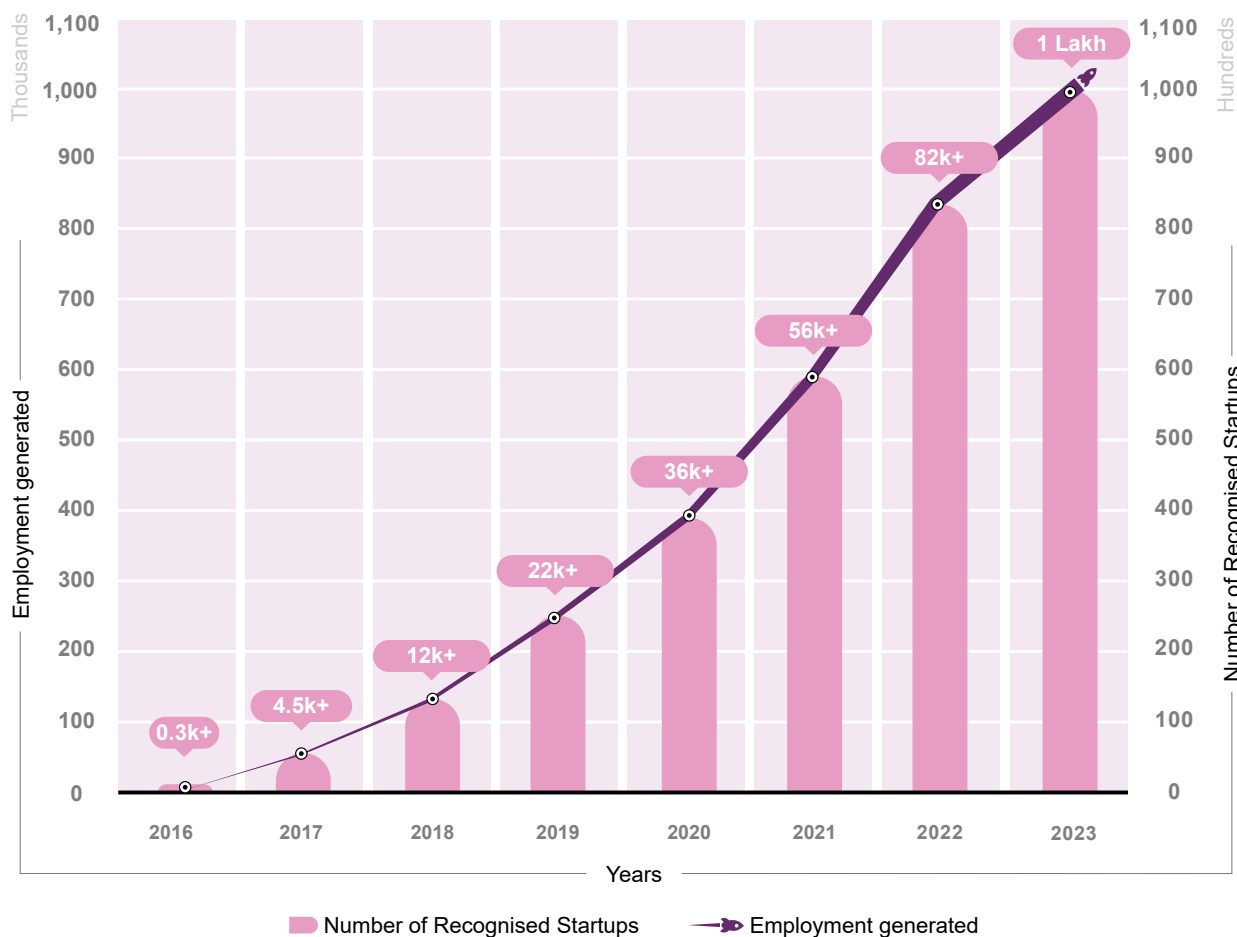
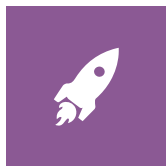
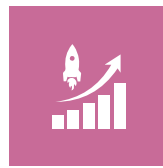


Figure 1: Growth of Recognised Startups and Employment Generated*
*Self-reported by Startups

Key Statistics



1 lakh+
startups recognised



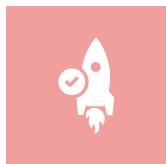
128%
compounded annual growth rate* of recognised startups



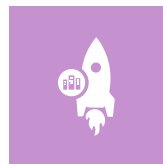
12.42
lakh employment generated



32%
growth in recognised startups from 2021 to 2022 (Y-o-Y growth)



80
startups on an average are recognised per day



50%
startups from tier 2 / tier 3 cities

**Average growth rate between any two consecutive years between the time period 2016-2023*



670+
districts have at least 1 recognised startup



11
average employment generated per recognised startup

Women Entrepreneurs



48%

recognised startups have at least one woman director

82%

compounded annual growth rate* of recognised startups with atleast 1-woman director

7,800+

recognised startups have female directors

49%

recognised startups recognised in this had at least one woman in tier 2 / tier 3 cities

**Average growth rate between any two consecutive years between the time period 2016-2023*

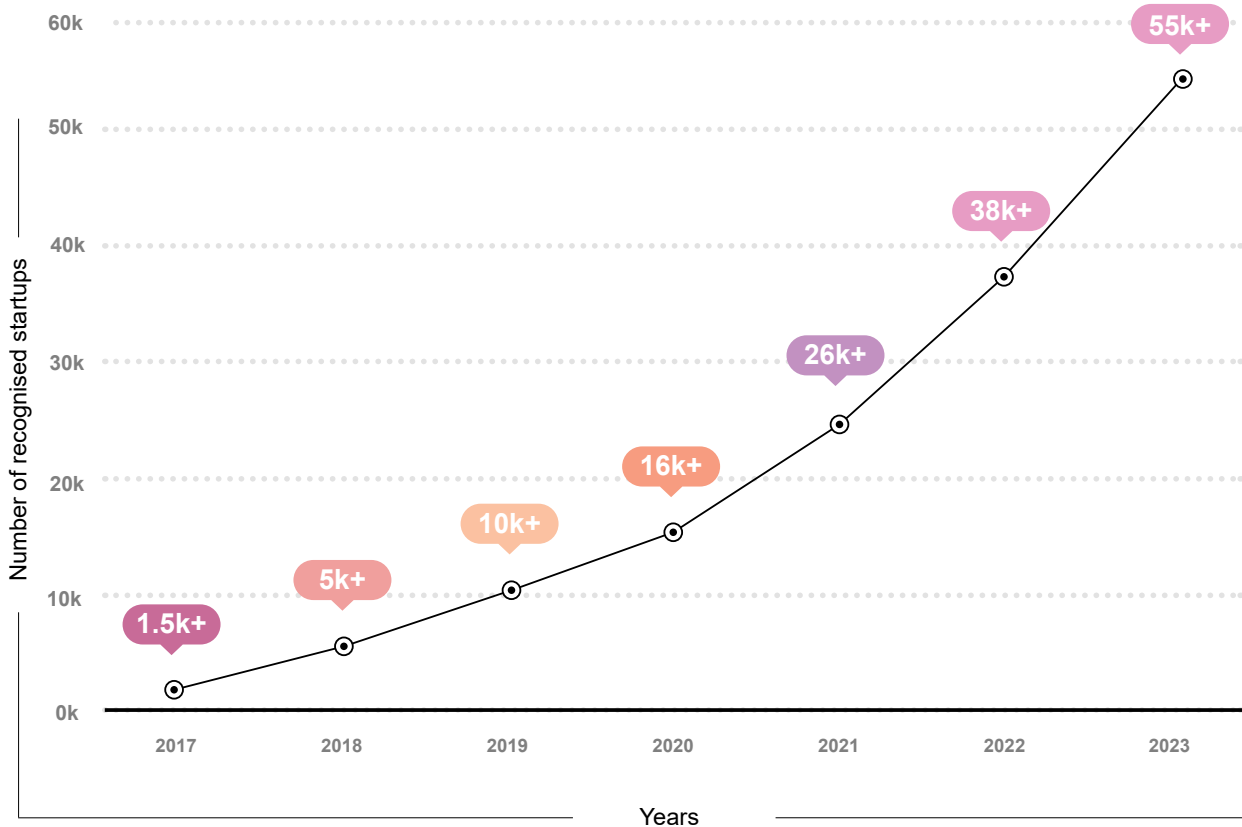


Figure 2: Year-wise distribution of startups recognized with atleast 1-woman director



Industry Highlights

The startups recognised under DPIIT are distributed across 57 Industries. The Industries which have seen the maximum number of startups recognised throughout the time period 2016-2023 are provided below.

IT Services:

13,500+

startups recognised

289%

compounded annual growth rate* in the period 2016-2023

1.52 lakh+

employment generated

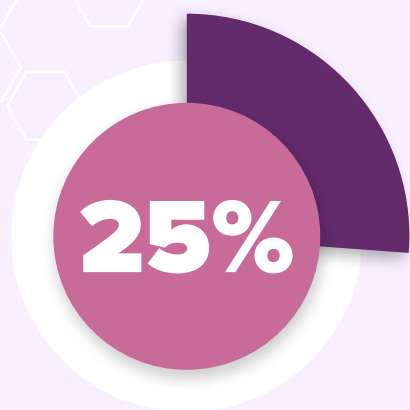
49%

startups from tier 2 / tier 3 cities

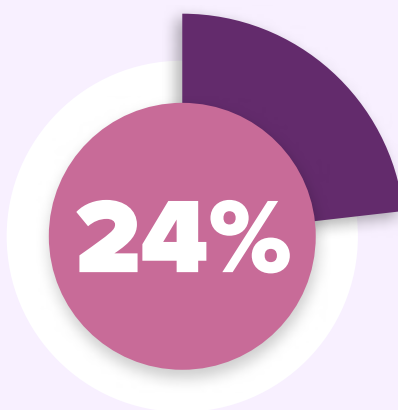
**Average growth rate between any two consecutive years between the time period 2016-2023*

Top Sectors

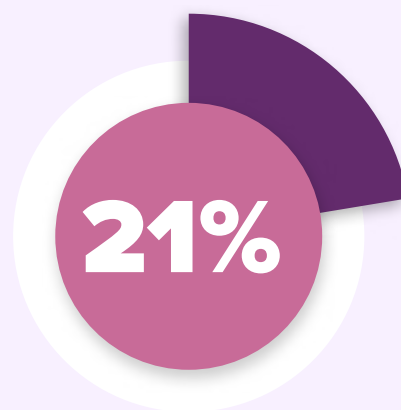
The sectors with the highest recognised startups under the IT Industry are provided below:



**Application
Development**



**Product
Development**



IT Consulting

Education:

7,100+

startups recognised

77%

compounded annual growth rate* in the period 2016-2022

69,000+

employment generated

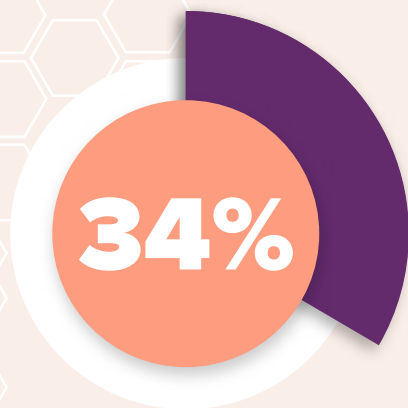
52%

startups recognised from tier 2 / tier 3 cities

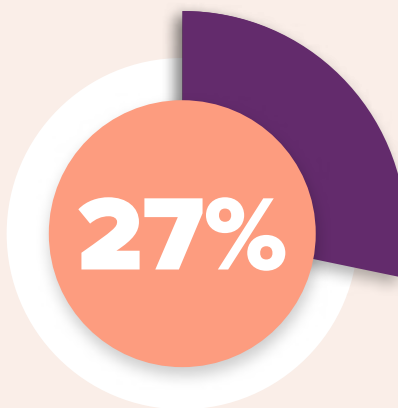
**Average growth rate between any two consecutive years between the time period 2016-2023*

Top Sectors

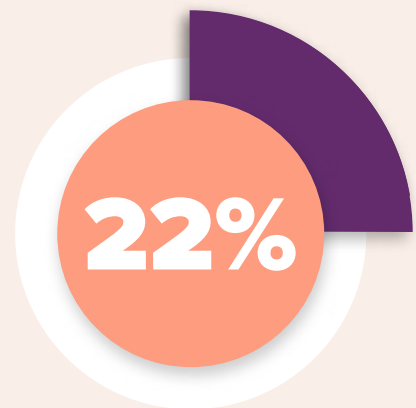
The sectors with the highest recognised startups under the Education Industry are provided below



**Education
Technology**



**Skill
Development**



E-learning

Did You Know?

Agriculture is amongst the top 5 Industries in case of tier 2 / tier 3 cities.

Despite Education Industry's impressive startup growth, in tier 2 and tier 3 cities, Construction Industry reigns as the third-largest employer.



Changemaker Industries

The Changemaker Industries are defined as Industries with the fastest growing rate (CAGR) of recognised startups in the country within the time period 2016-2023.

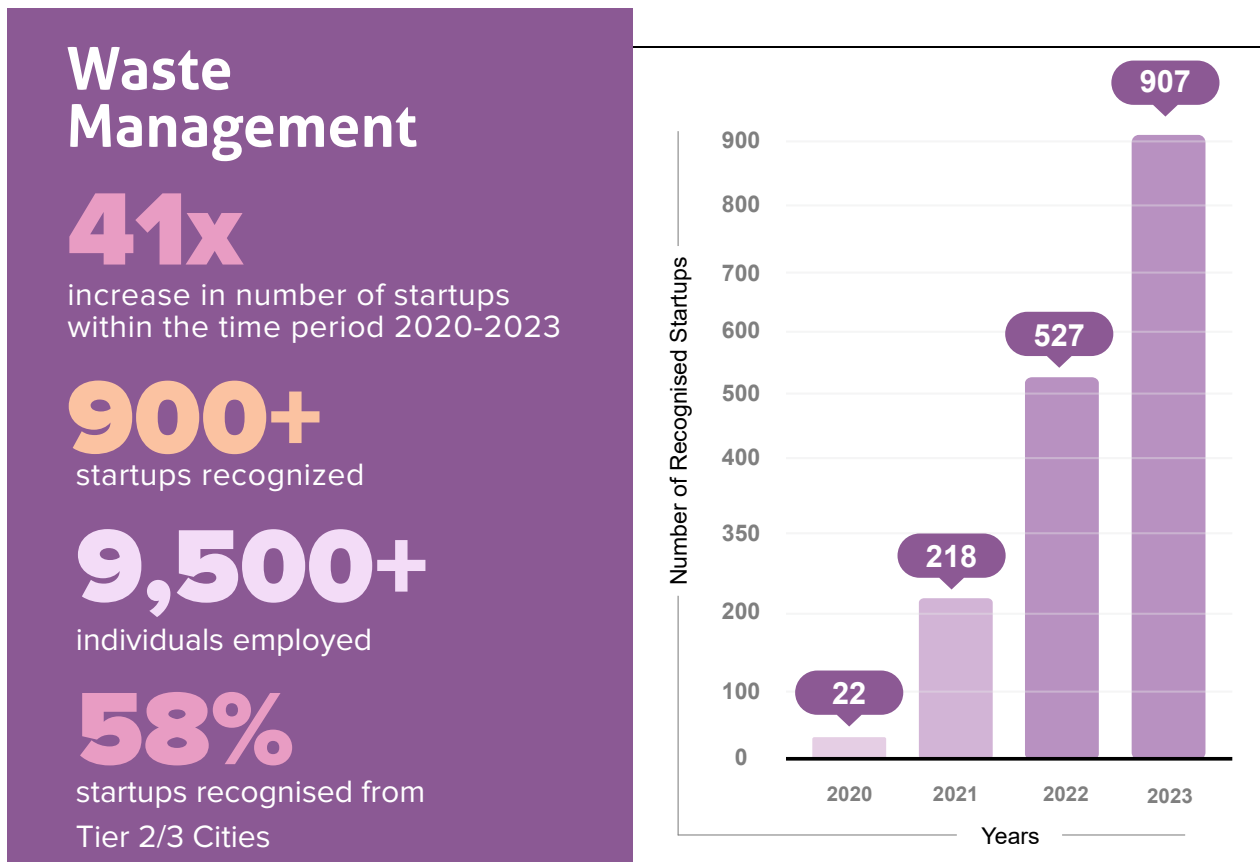


Figure 3: Year-wise distribution of recognised startups

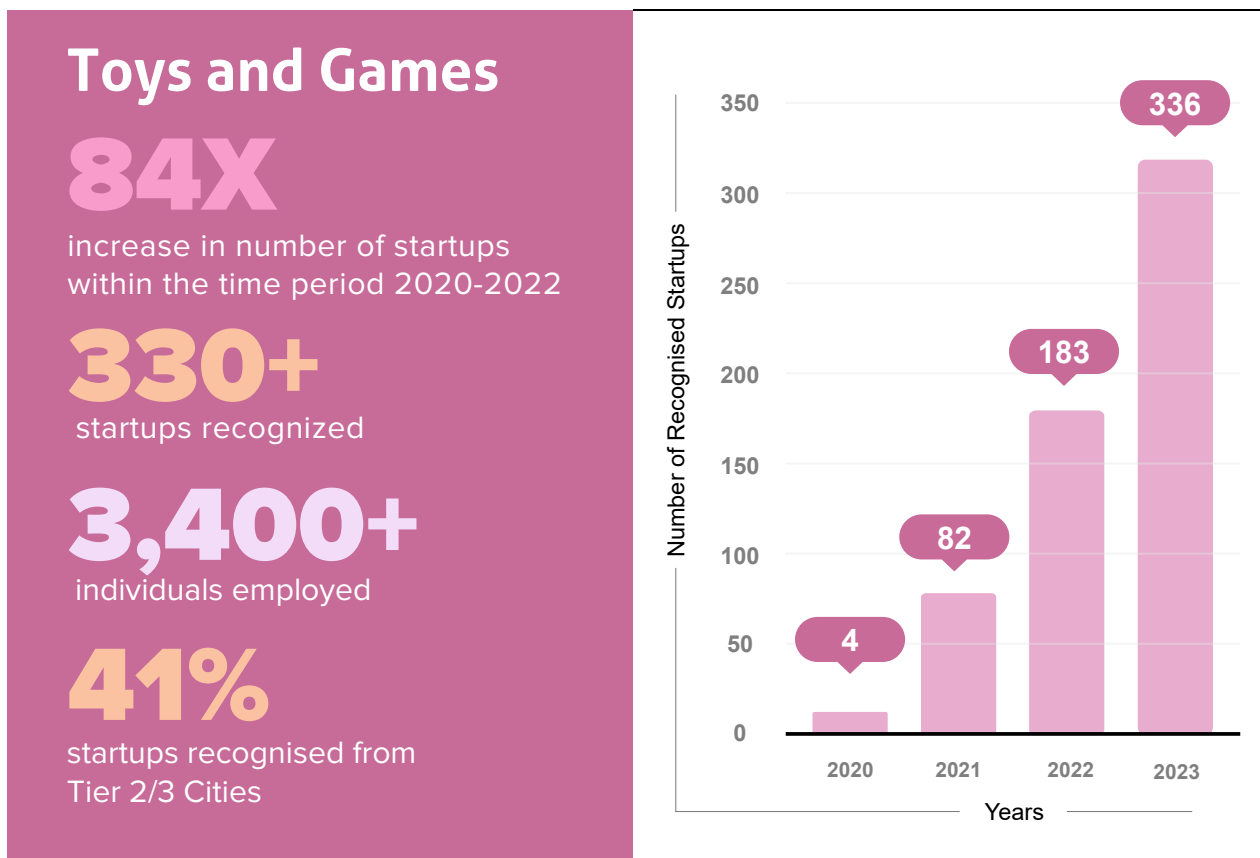
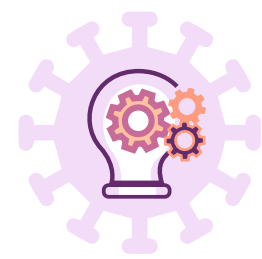


Figure 4: Year-wise distribution of recognised startups

Against the Odds: Tracing the Evolution of Startups During COVID-19



An overview of COVID-19 period (Apr 2020 - Mar 2022)



31k+ startups recognised by DPIIT in this period



17K+ startups with at least one woman director



372k+ employment generated by startups

31% of the total recognised startups were born during this time. More than 50% of the total unicorns today were born during COVID-19

Startups Recognised During COVID-19

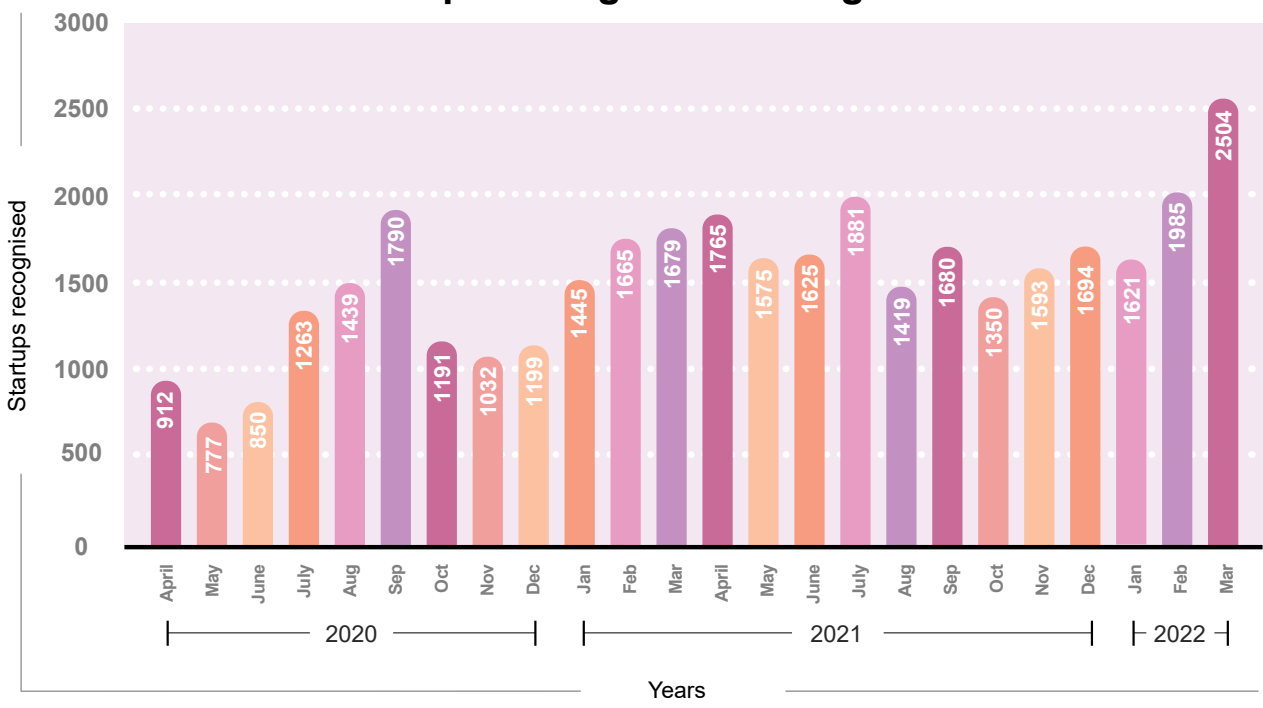


Figure 5: Year-wise startups recognised during the COVID-19 period (2020-2022)

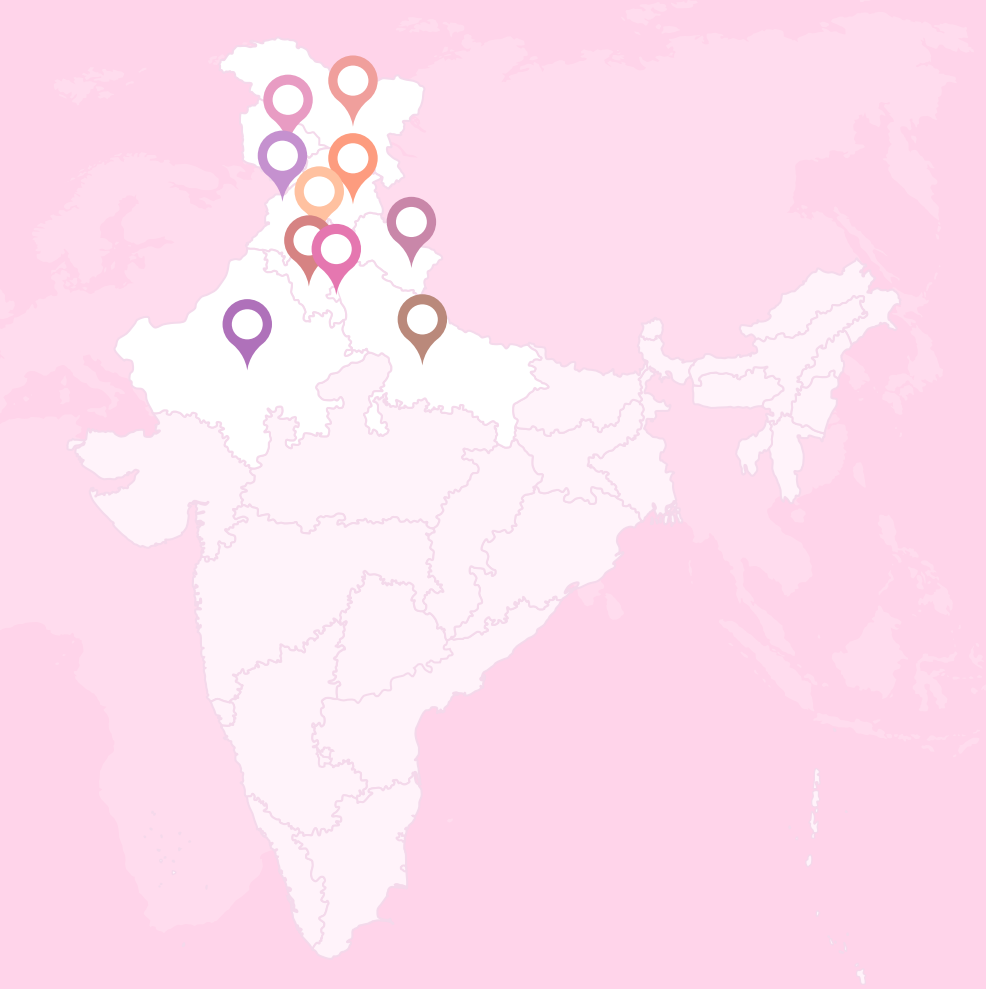


Region-wise Analysis

North Region

States included

- Ladakh
- Jammu & Kashmir
- Himachal Pradesh
- Punjab
- Chandigarh
- Uttarakhand
- Haryana
- Delhi
- Uttar Pradesh
- Rajasthan



32%

total recognised startups from the North region

37.5K+

total recognised startups in the region

18.2K

women-led startups

15.3K+

startups from tier 2 / tier 3 cities

3.9L

employment generated

11

average employment per startup

Year-wise Increase in the Number of Startups:

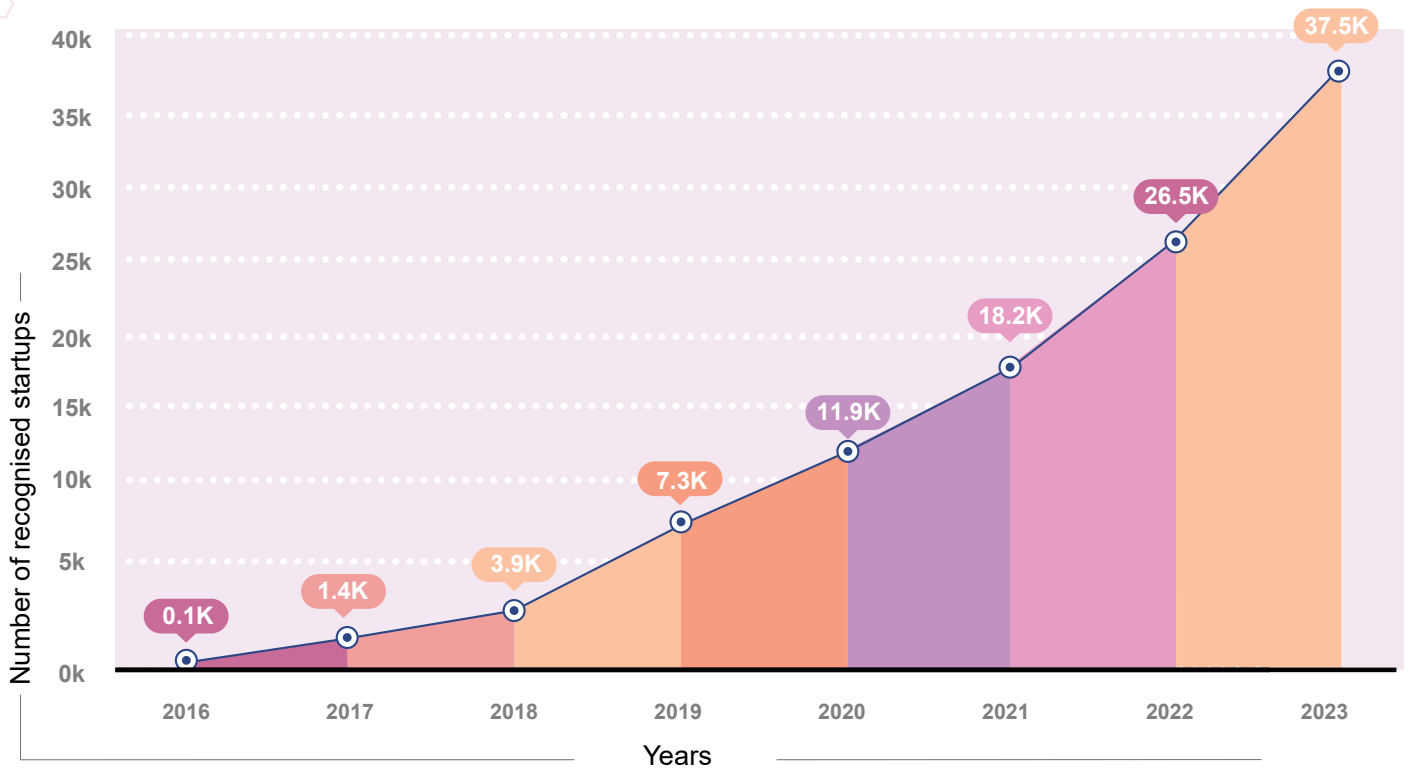
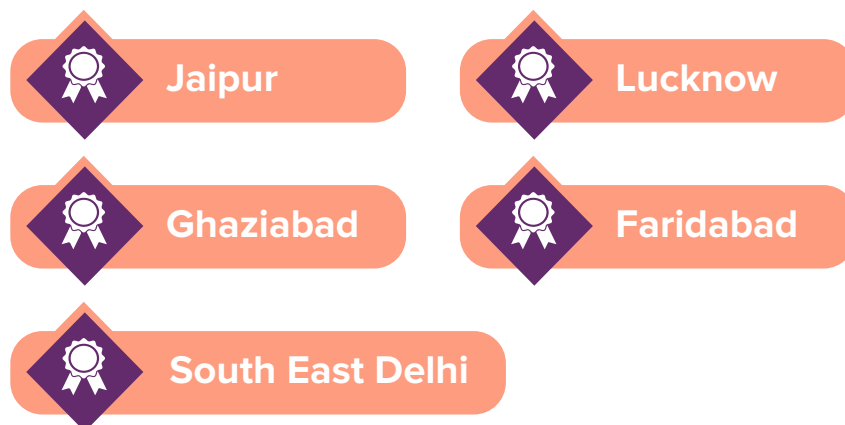


Figure 6: Year-wise startups recognised in the North Region

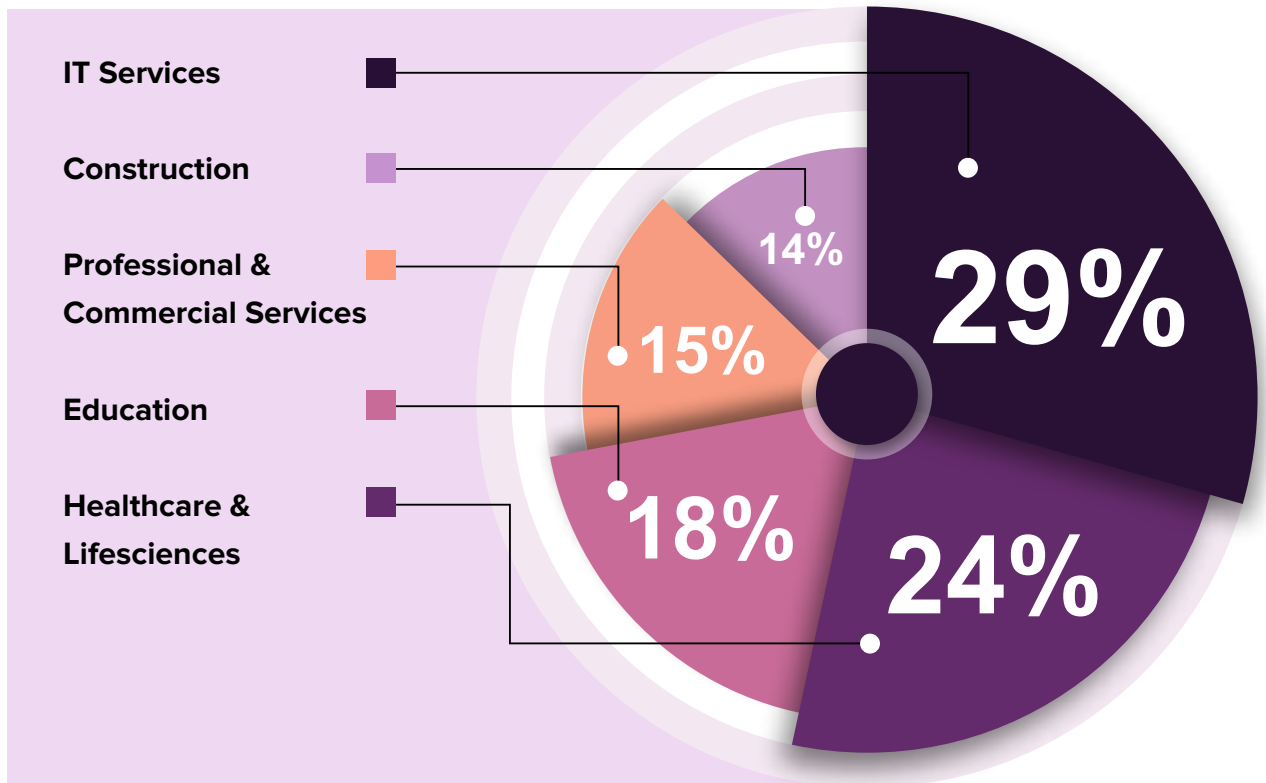
The startups in the Northern region have shown an **average year-on-year growth of 43%**, where **92% growth** was noticed for the years **2017-2018**.

Top Performing Districts in Tier 2/Tier 3 Cities*

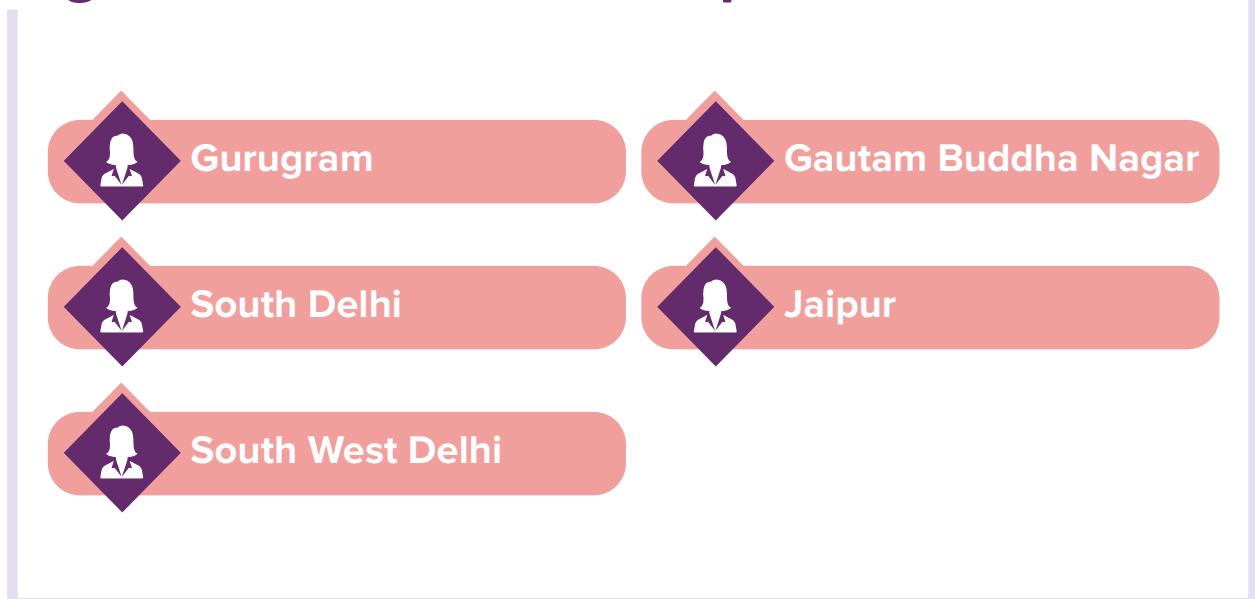


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Startups:



Employment generated:

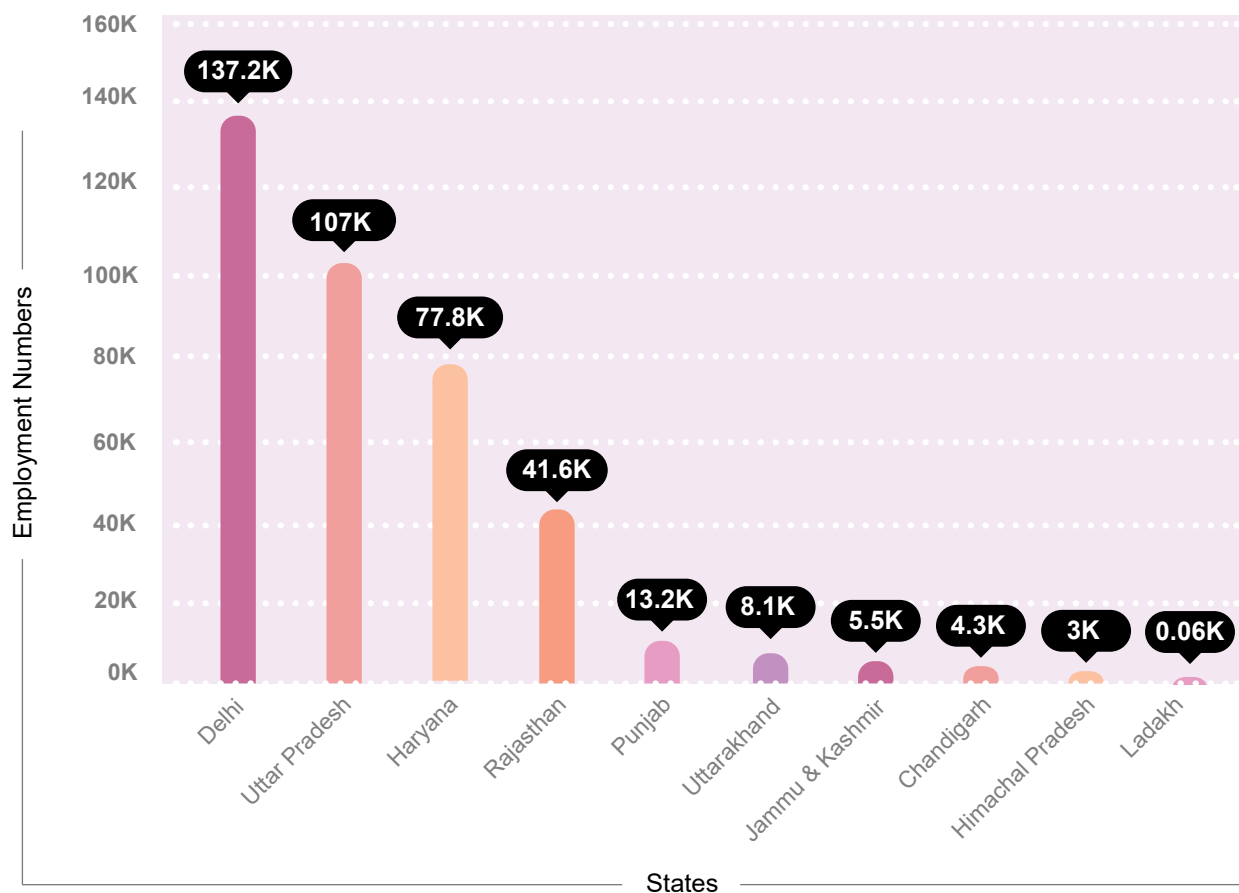


Figure 7: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- Bhilwara in Rajasthan has shown an average of 181% rise in the year-on-year growth in the number of startups recognized, followed by 178% in Moradabad, Uttar Pradesh 160% in Bareilly, Uttar Pradesh and 157% in Srinagar, Jammu & Kashmir which is the highest in the northern states.
- Delhi & Chandigarh have the highest startup density (Number of startups recognized per 1 lakh of population) – 58% and 33% respectively among the overall numbers across India.
- Jammu and Kashmir has shown an increase of 115% startups from 2020 to 2021 and the average year on year increase in the state is also 82% in the last 6 years. Himachal Pradesh is another emerging state with an increase of 113% from 2021 to 2022 with an average year on year increase of 70% in the last 6 years.
- Punjab has shown an year on year growth of 91% startups with at least 1 woman director from the years 2020 to 2021.

South region

States included

Andhra Pradesh

Karnataka

Kerala

Puducherry

Tamil Nadu

Telangana

28%

total recognised startups
from the South region

33.2K+

total Recognised Startups in
the region

15.5K

women-led startups

13.2K

startups from
tier 2 / tier 3 cities

3.4L+

employment generated

11

average employment
per startup

Year-wise Increase in the Number of Startups:

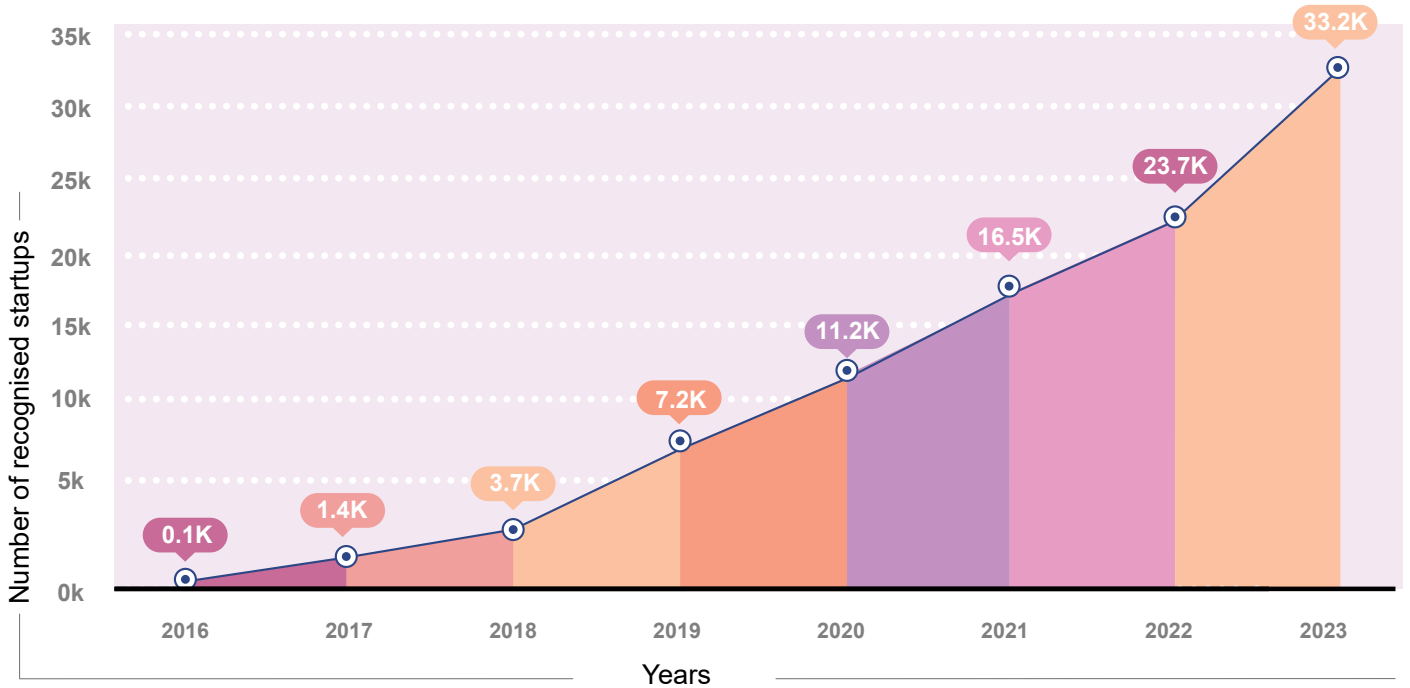
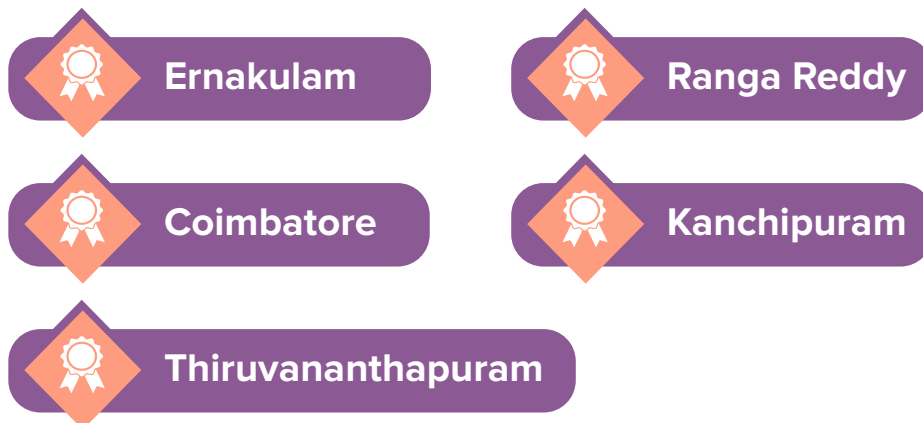


Figure 8: Year-wise startups recognised in the South Region

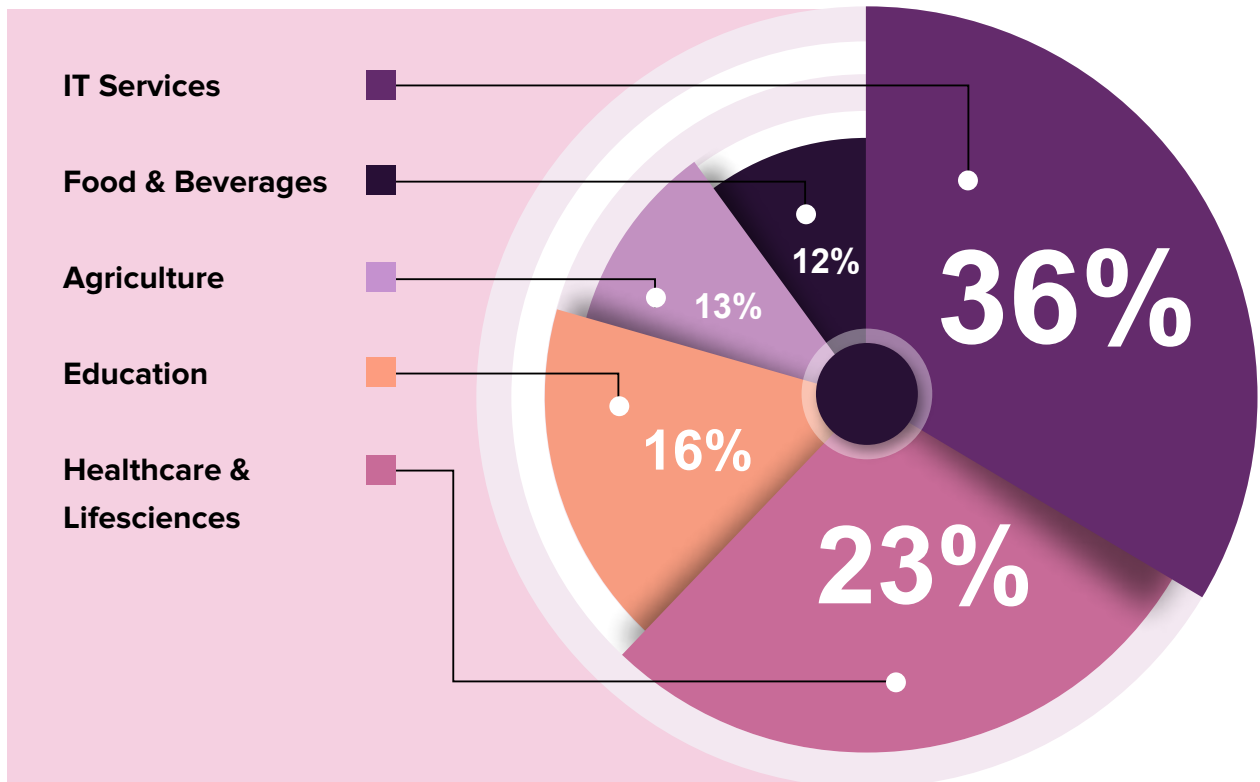
The startups in the Southern region have shown an **average year-on-year growth of 40%**, where **72% growth** was noticed for the years **2017-2018**.

Top Performing Districts in Tier 2/Tier 3 Cities*

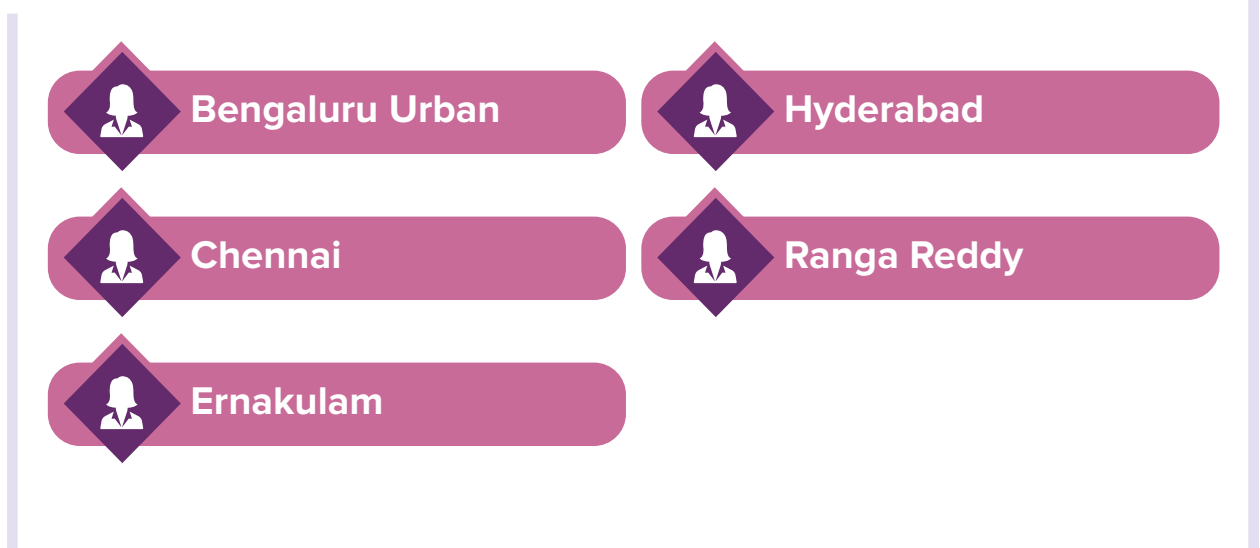


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Startups:



Employment generated:

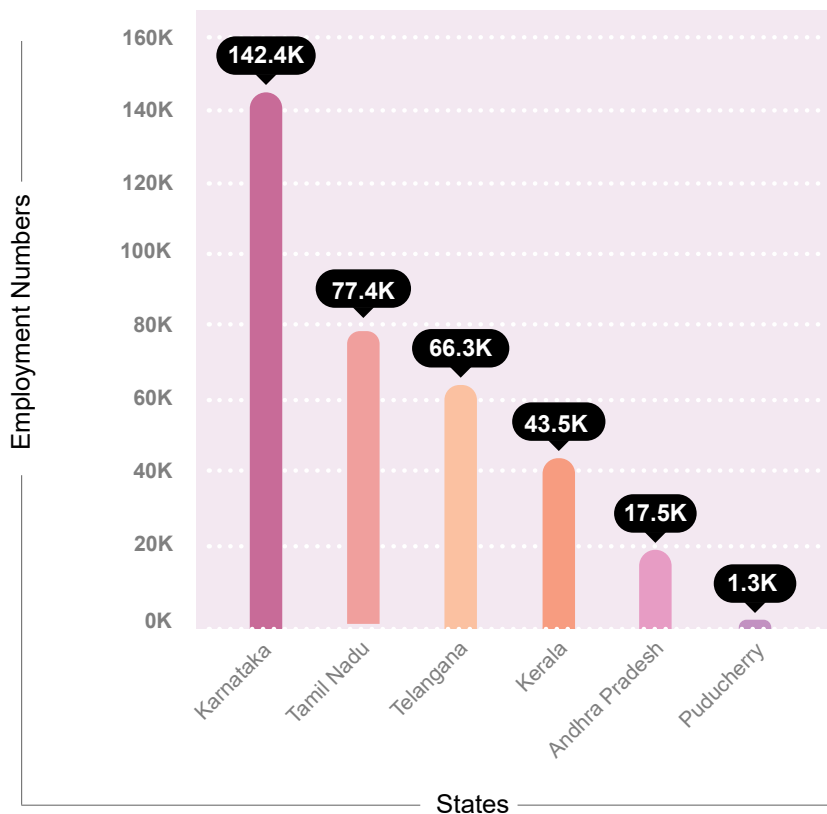


Figure 9: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- Salem district in Tamil Nadu and Alappuzha district in Kerala have been showing a promising year on year growth in the number of startups recognized with 193% and 157% respectively.
- The state of Karnataka and Kerala have shown exemplary growth with an average year on year growth of 560% and 245%, respectively between the years 2016-2019.
- The Union Territory of Puducherry witnessed an increase of 81% startups from 2021 to 2022 and the average year on year increase in the state is also 78% in the last 6 years.
- Andhra Pradesh has shown an year on year growth of 174% startups with at least 1 woman director from the years 2017 to 2018.

Northeast region

States included

Arunachal Pradesh

Assam

Manipur

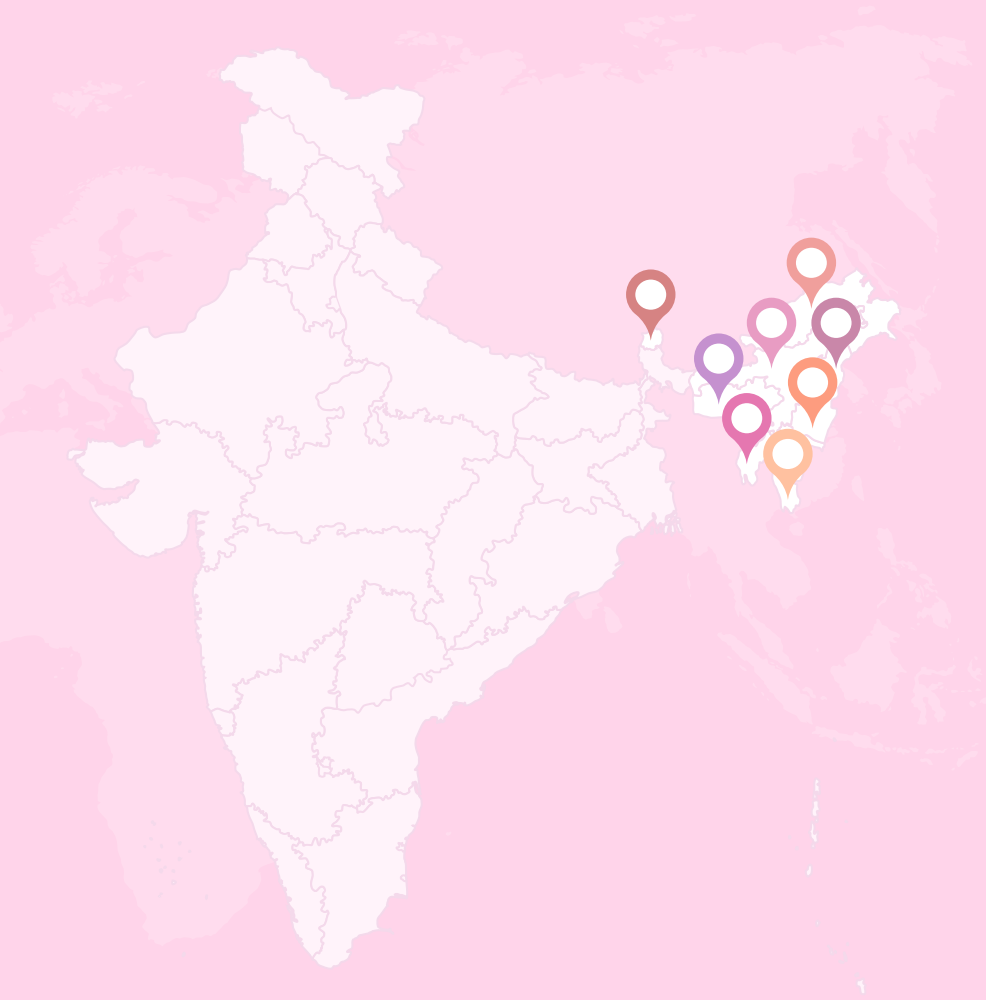
Meghalaya

Mizoram

Nagaland

Sikkim

Tripura



1%

total recognised startups in the region

1.4K

total recognised startups in the region

620

women-led startups

1.2K

startups from tier2 / tier 3 cities

13K

employment generated

9

average employment per startup

Year-wise Increase in the Number of Startups:

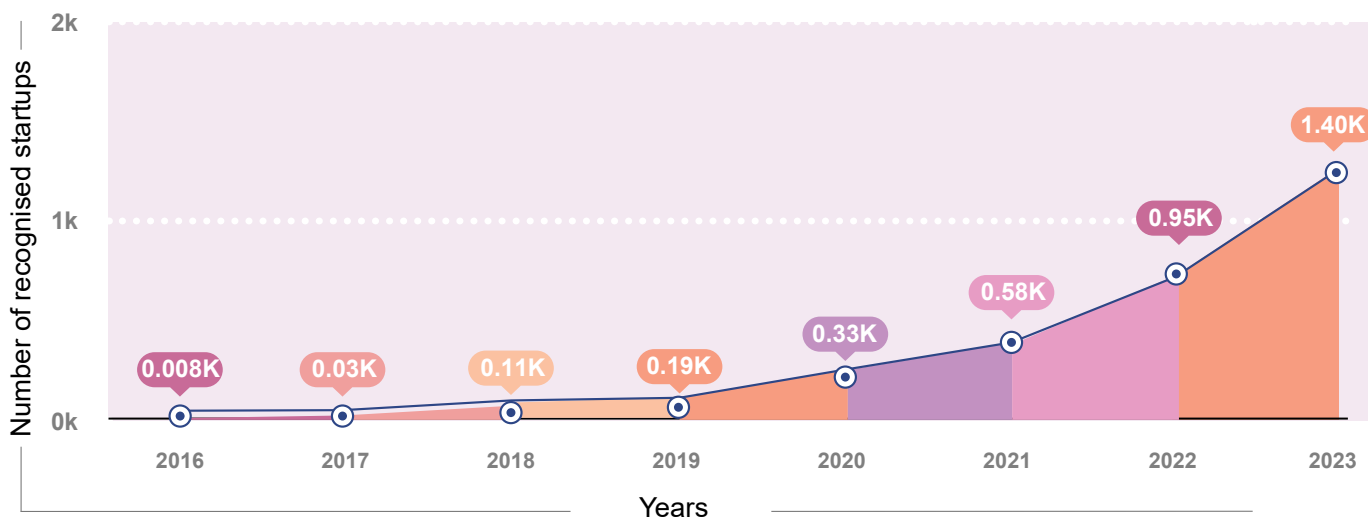
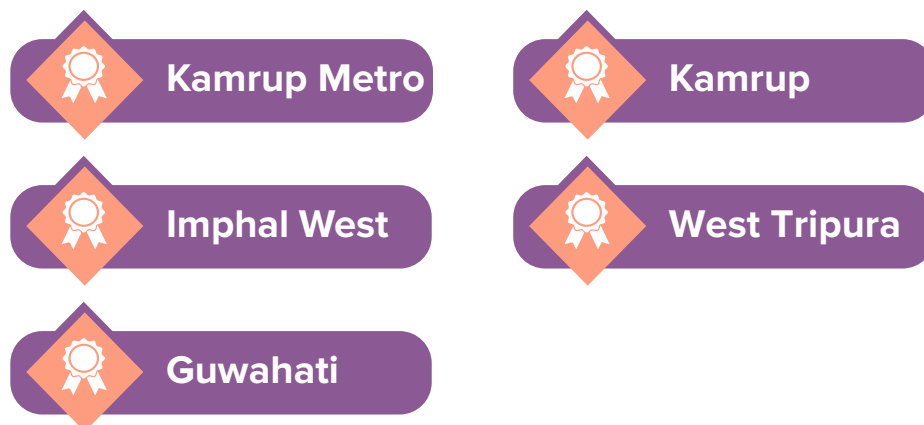


Figure 10: Year-wise startups recognised in the Northeast Region

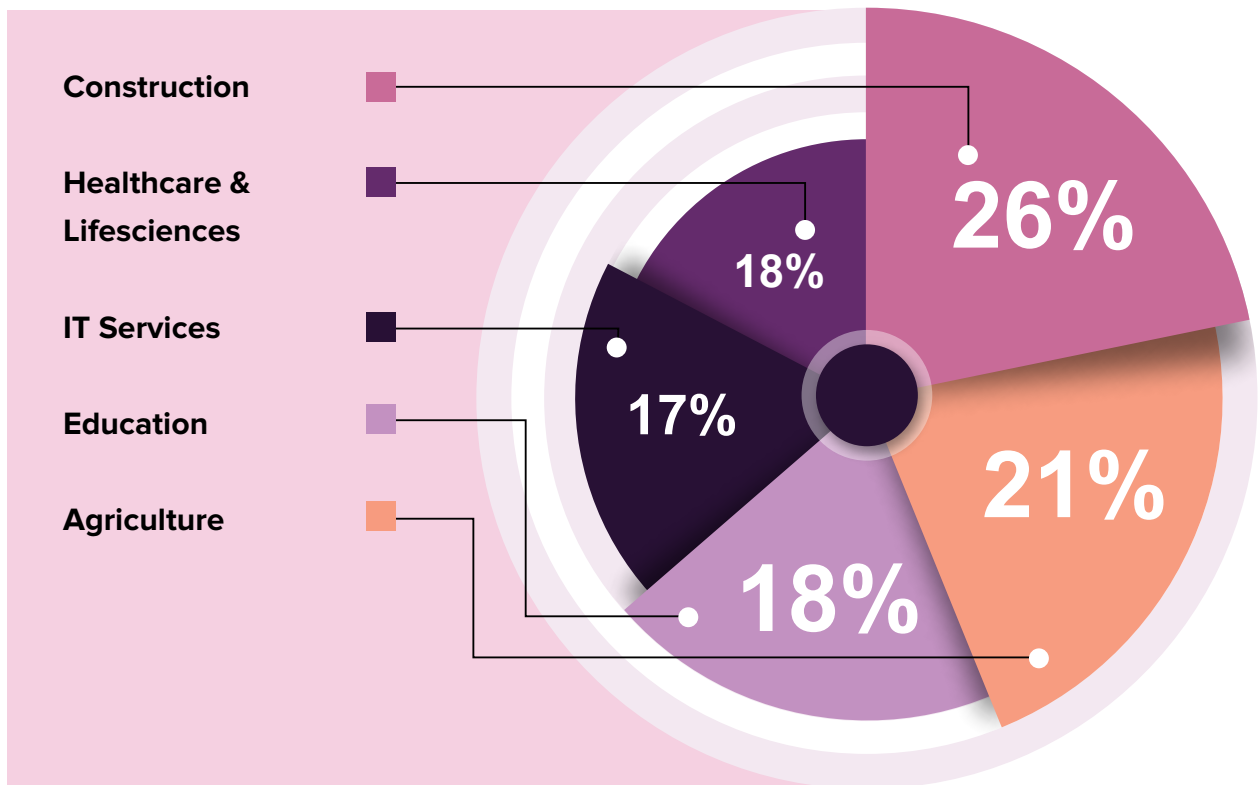
The startups in the North East region have shown an **average year-on-year growth of 66%**, where **73% growth** was noticed for the years **2019-2021**.

Top Performing Districts in Tier 2/Tier 3 Cities*

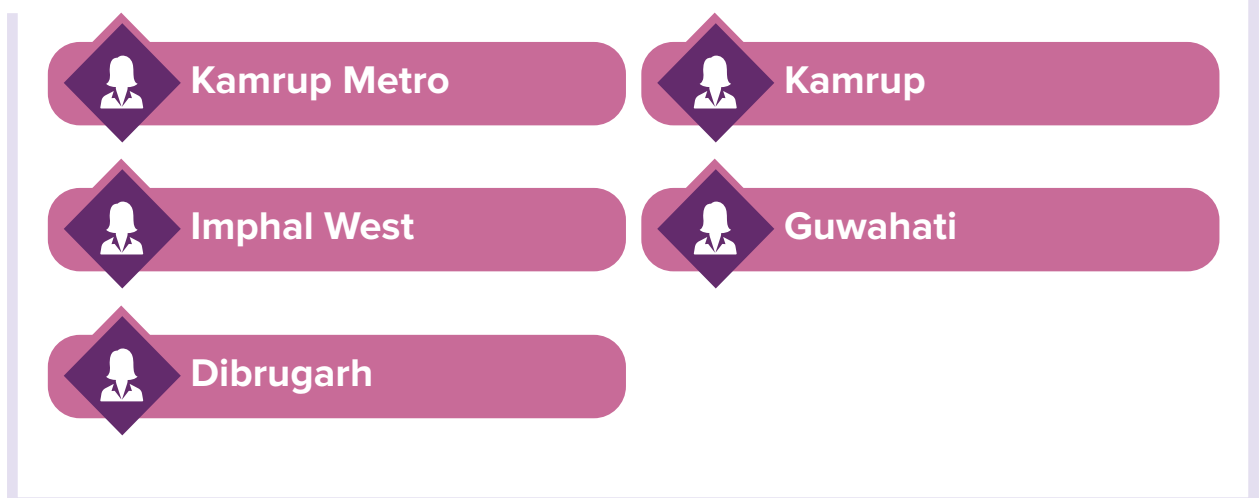


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Startups:



Employment generated:

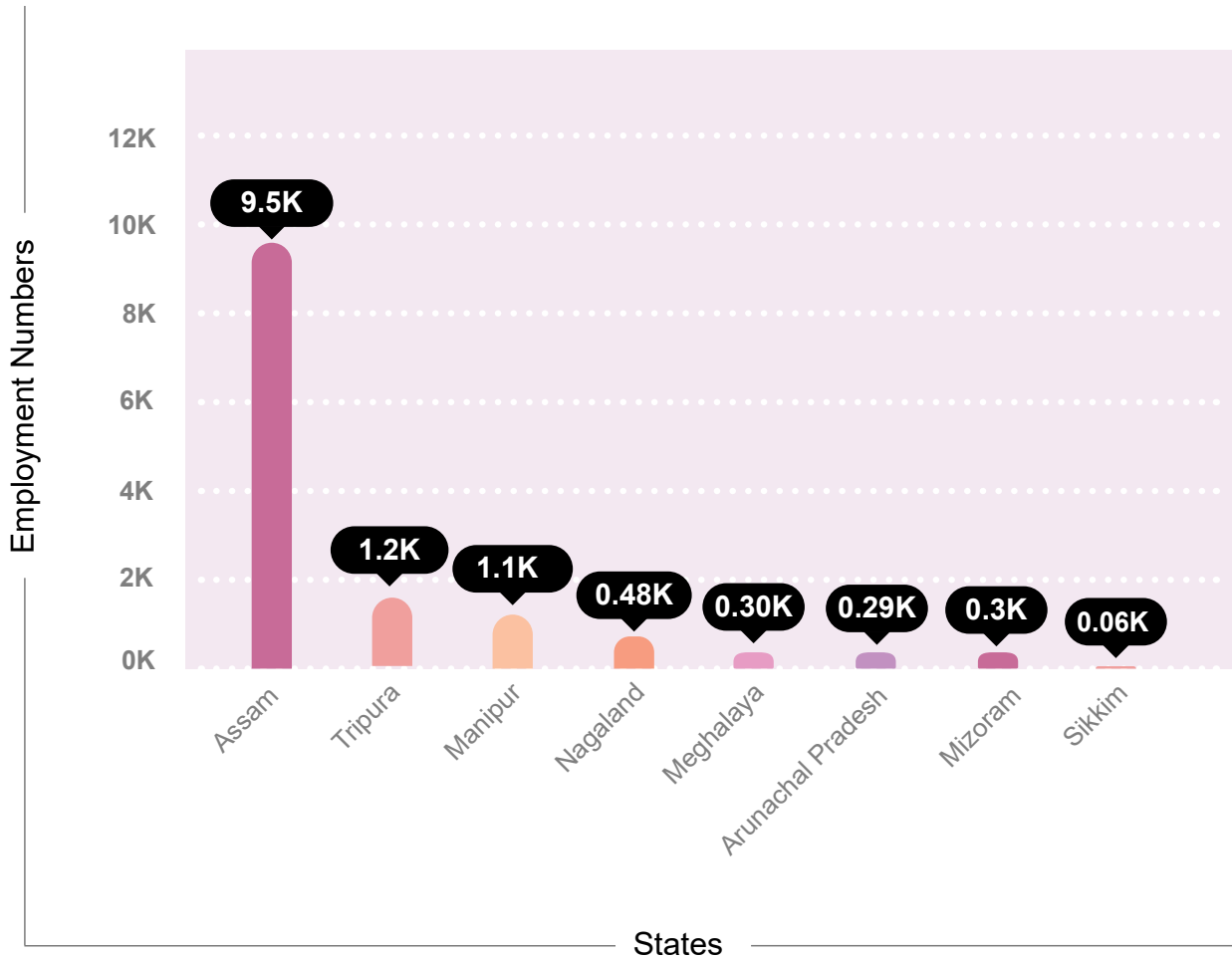


Figure 11: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- The state of Assam has maintained the growth of 63% in recognized startups on an average in the last six years.
- The state of Manipur has been catching up with a total of 112 startups recognized till date, with 41% of these startups with at least one woman director.
- The district 'Kamrup' has witnessed 71% year on year growth in recognized startups in the year 2019-2023 and now has a total of 212 startups. The district 'Kamrup Metro' is also home to 310 startups in the state of Assam.
- The district 'Guwahati' had it's first recognized startup in 2021. The next year itself, the number of startups witnessed an increase of 185%, now with 80 in 2023.

West region

States included

Dadra and Nagar Haveli
and Daman and Diu

Goa

Gujarat

Maharashtra

26%

total recognised startups
in the region

30.8K+

total recognised startups
in the region

14.6K

women-led
startups

9K

startups from
tier 2 / tier 3 cities

3L

employment
generated

12

average employment
per startup

Year-wise Increase in the Number of Startups:

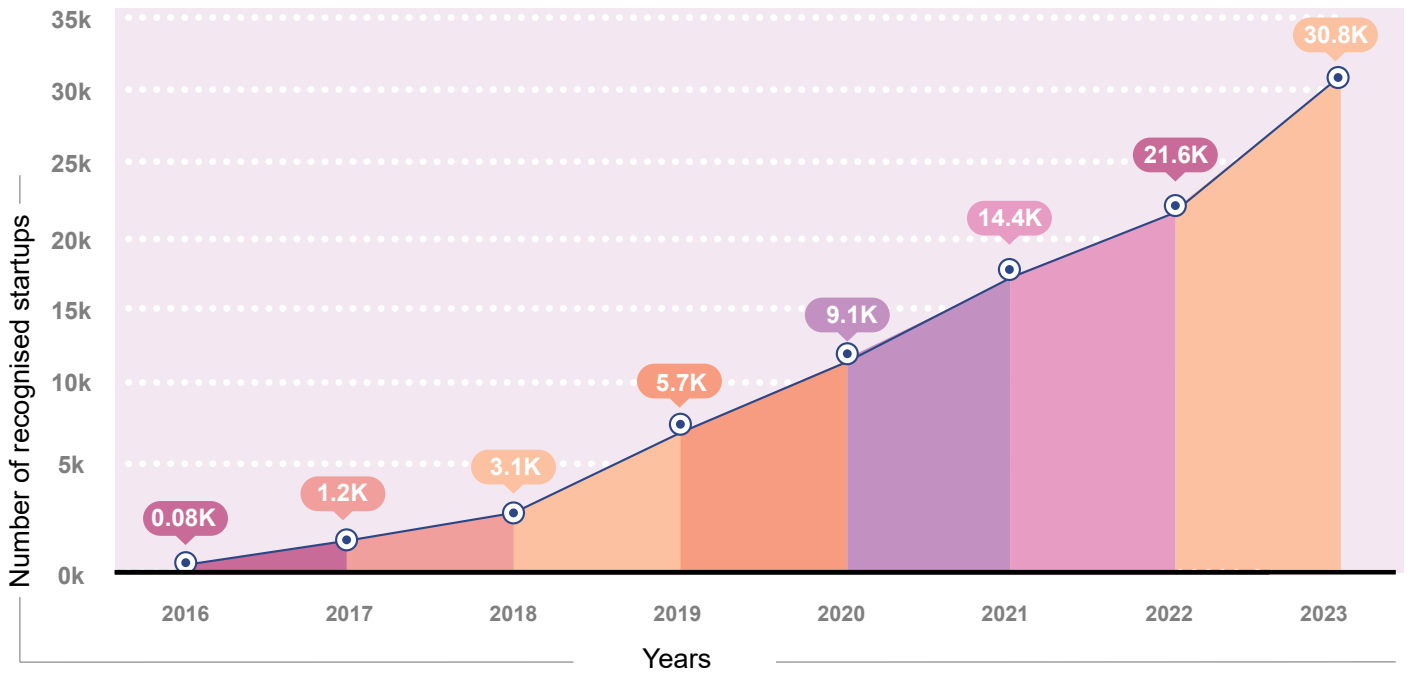
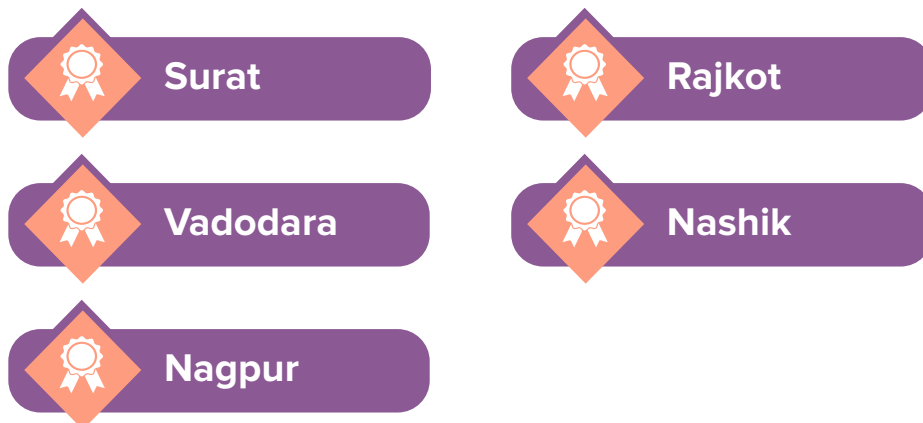


Figure 12: Year-wise startups recognised in the West Region

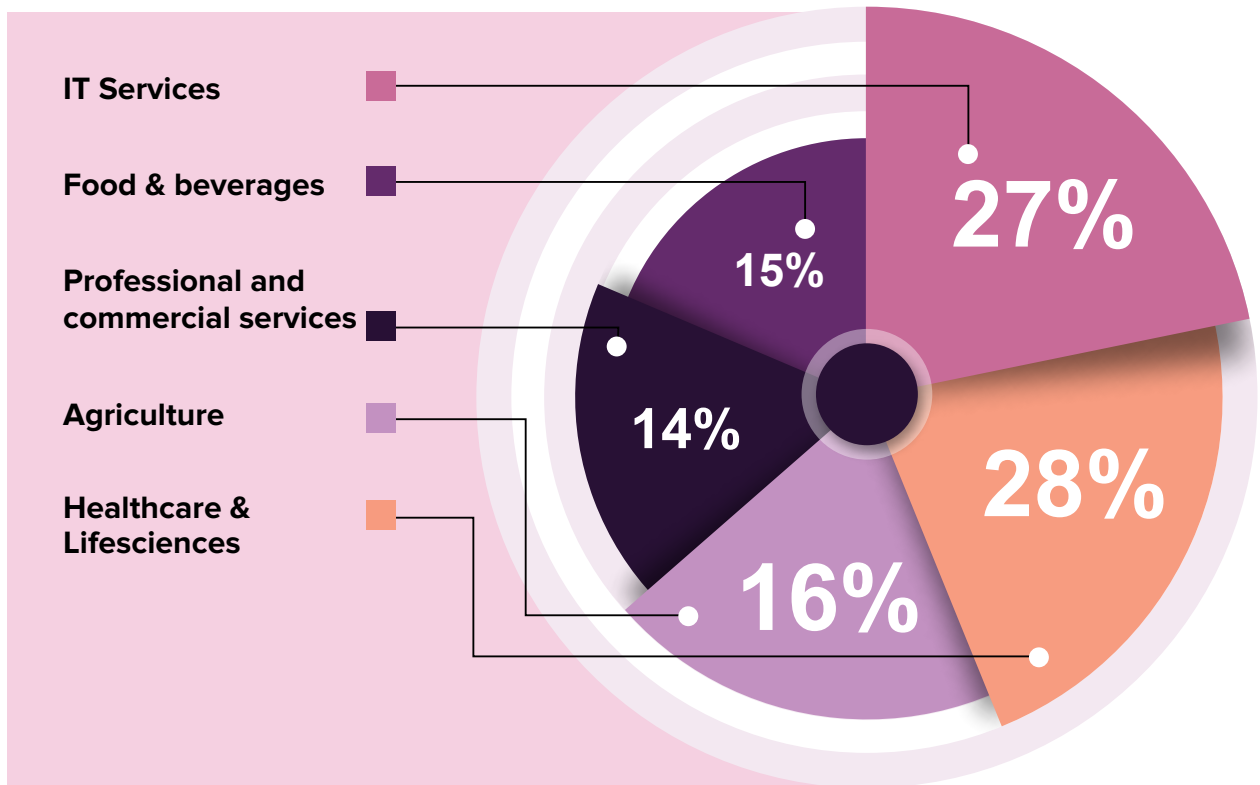
The startups in the West region have shown an **average year-on-year growth of 42%**, where **65% growth was noticed for the years 2016-2017**.

Top Performing Districts in Tier 2/Tier 3 Cities*

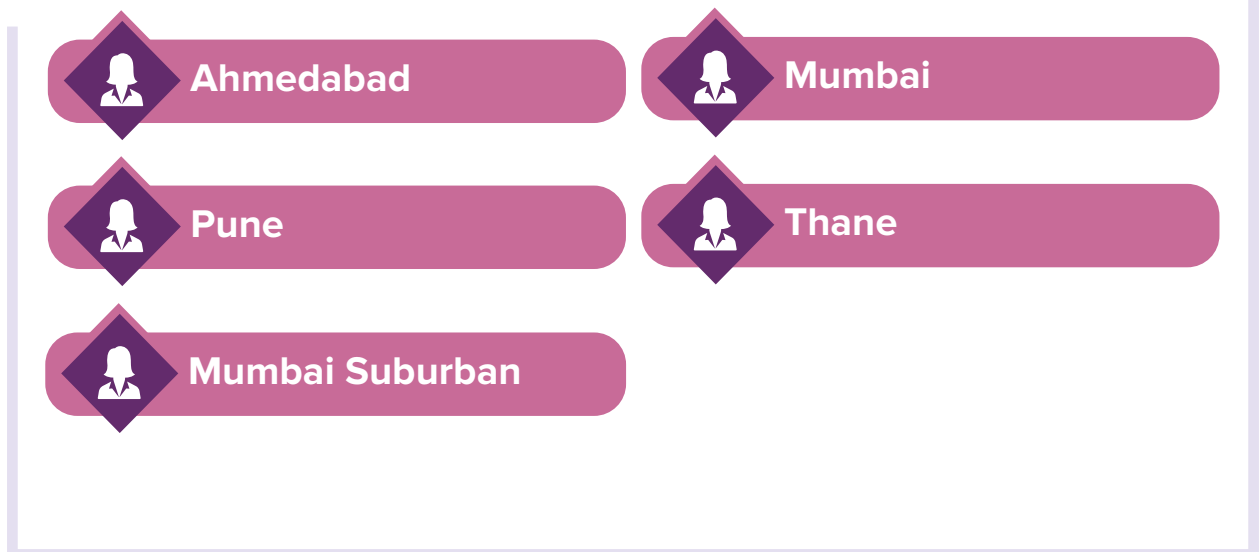


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts in Terms of the Highest Women-led Recognised Startups:





Employment generated:

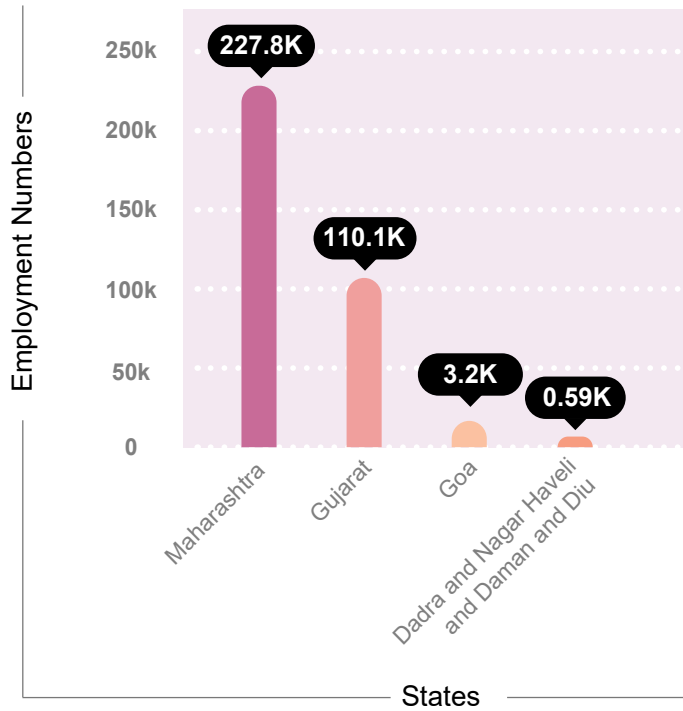


Figure 13: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- Mehsana district in Gujarat, Sangli and Aurangabad district in Maharashtra have been showing a promising year on year growth in the number of startups recognized.
- The state of Gujarat has shown an average growth of 86% in startups with at least one woman director in the year 2017 to 2021.
- The UT of Dadra & Nagar Haveli has 48 startups with more than 50% of these recognized in last three years alone.
- The state of Gujarat has shown exemplary growth with an year on year growth of 96% in the years 2020 to 2021. The average 5 year growth of the state also stands at 56%.

East region

States included

Bihar

Jharkhand

Odisha

West Bengal

7%

total recognised startups
come from the East region

9.2K

total recognised startups
in the region

4.5K

women-led startups

6K

startups from
tier 2 / tier 3 cities

89K

employment generated

10

average employment
per startup

Year-wise Increase in the Number of Startups:

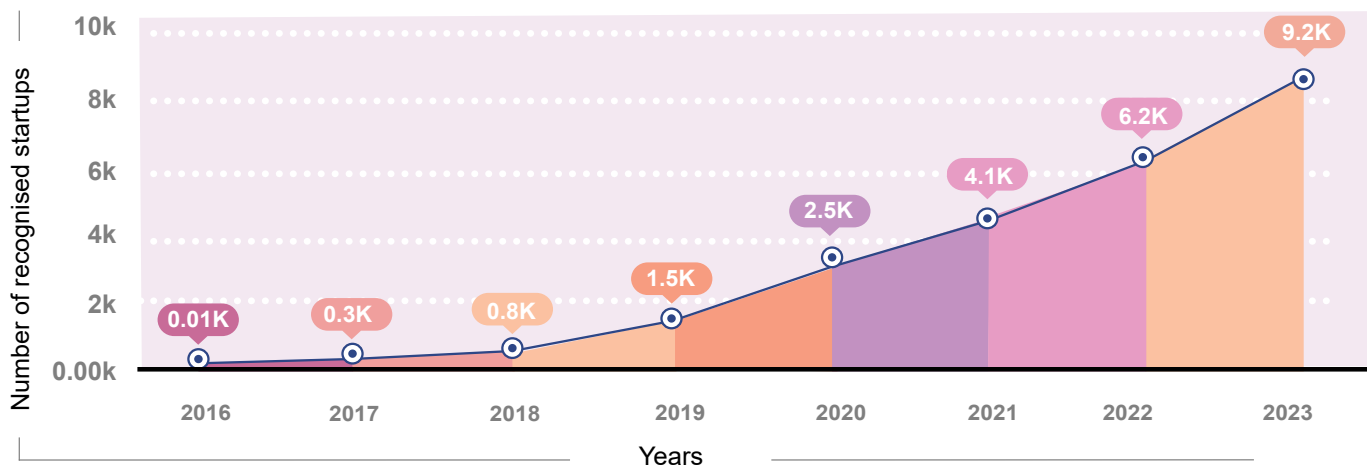
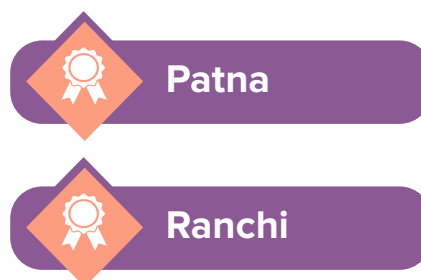
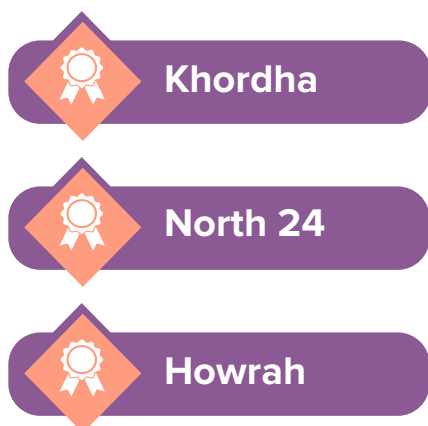


Figure 14: Year-wise startups recognised in the East Region

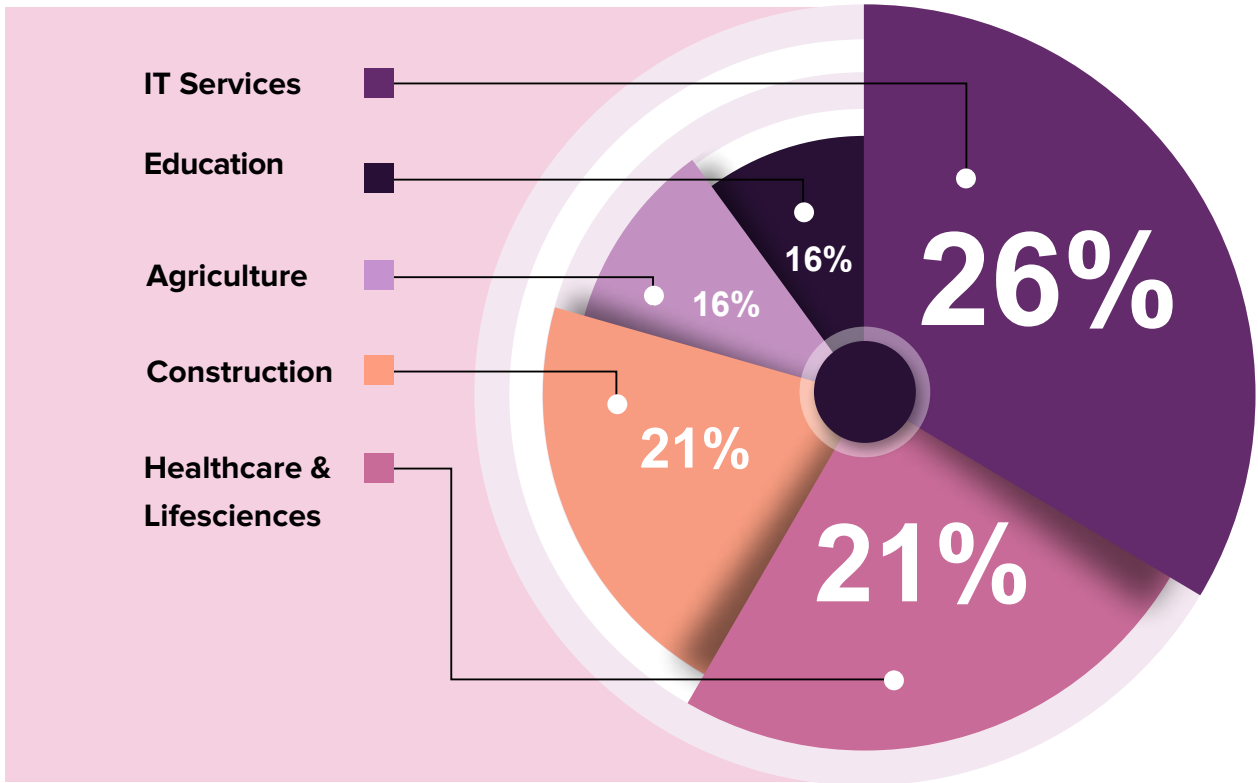
The startups in the East region have shown an **average year-on-year growth of 50%**, where **56% growth was noticed for the years 2019-2021**.

Top Performing Districts in Tier 2/Tier 3 Cities*

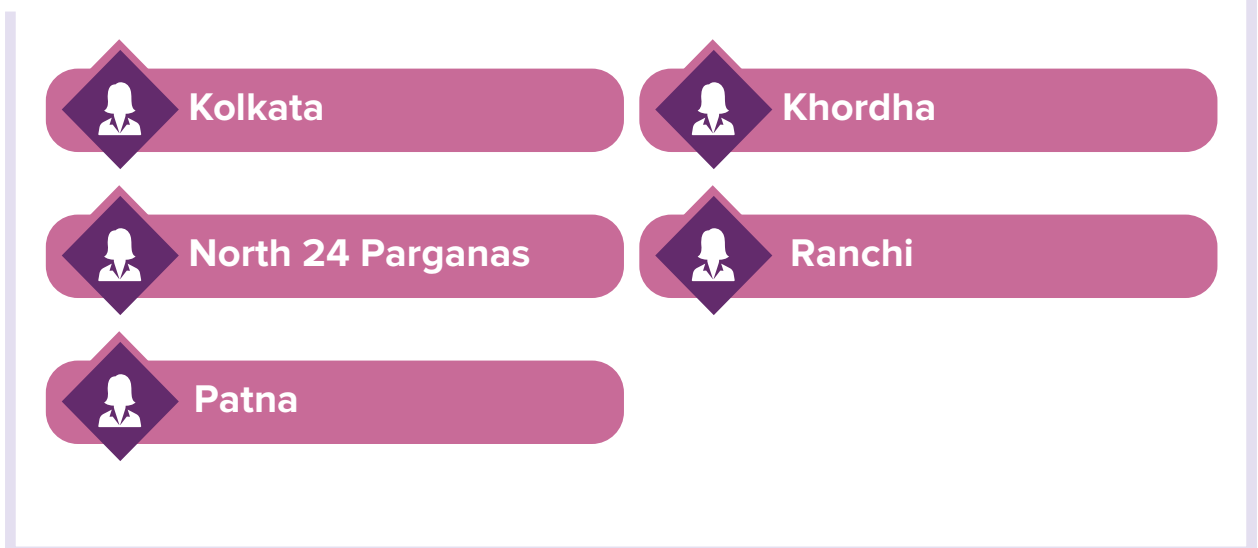


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Recognised Startups:



Employment generated:

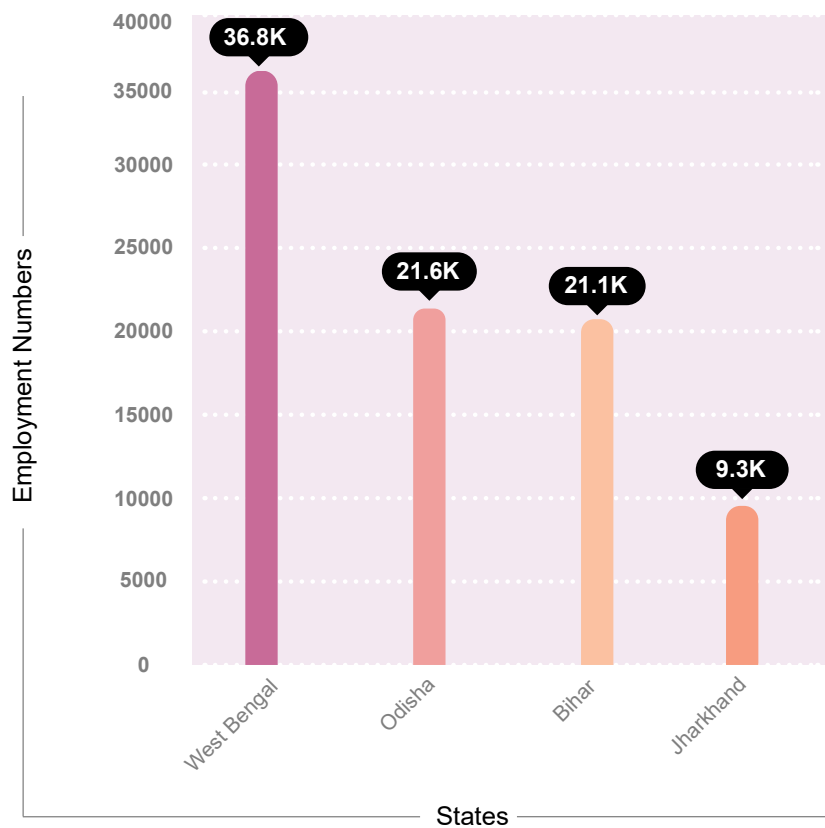


Figure 15: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- Paschim Bardhaman district in West Bengal, Ganjam district in Odisha and Vaishali district in Bihar have been showing a promising year on year growth in the number of startups recognized.
- The state of Bihar has shown exemplary growth with an average year on year growth of 260% in the years 2017 to 2018. The average 6 year growth of the state also stands at 82%.
- The state of West Bengal has outperformed with 79% growth in startups in the year 2020 to 2021, as opposed to just 31% growth in the year 2019 to 2020.
- The state of Jharkhand has shown a year on year growth of 145% in startups with at least one woman director in the year 2019 to 2020.

Central Region

States included

Madhya Pradesh

Chattisgarh

4%

total recognised startups
in the region

4.9K

total recognised startups
in the region

2204

women-led startups

4.1K

startups from
tier 2 / tier 3 cities

50K

employment generated

10.2

average employment
per startup

Year-wise Increase in the Number of Startups:

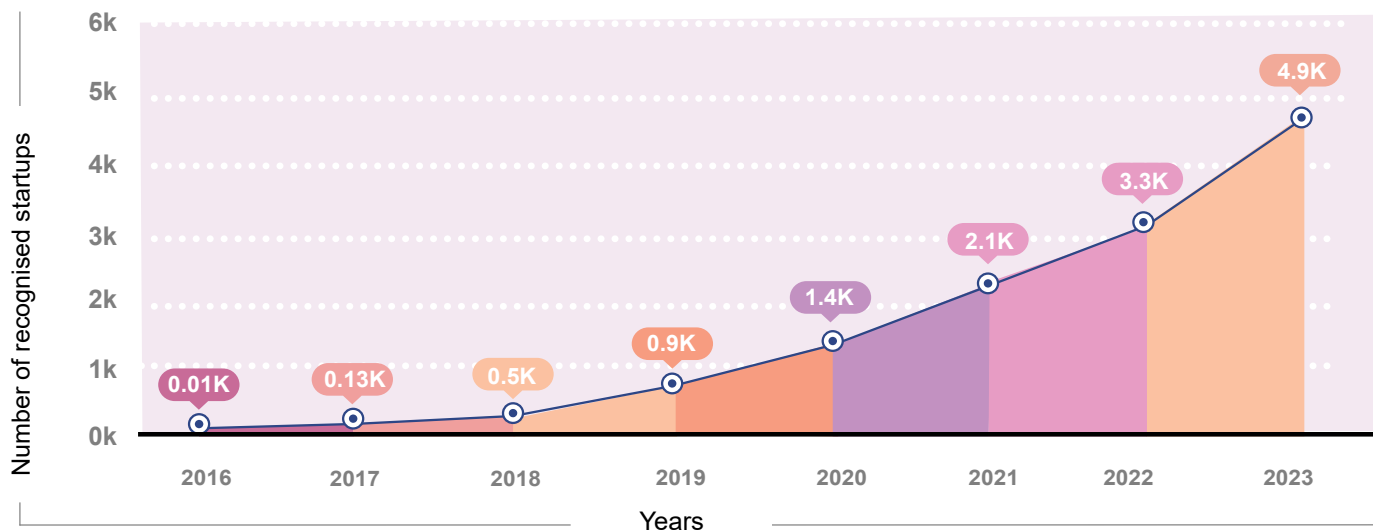
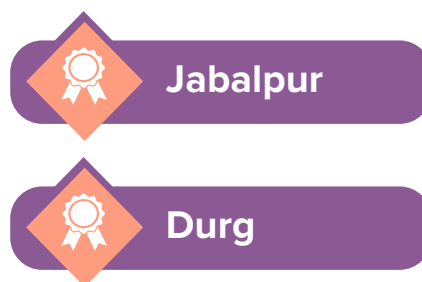
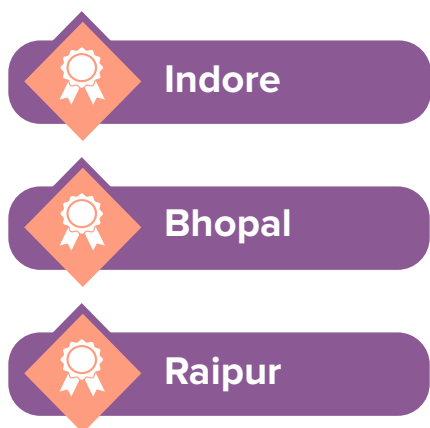


Figure 16: Year-wise startups recognised in the Central Region

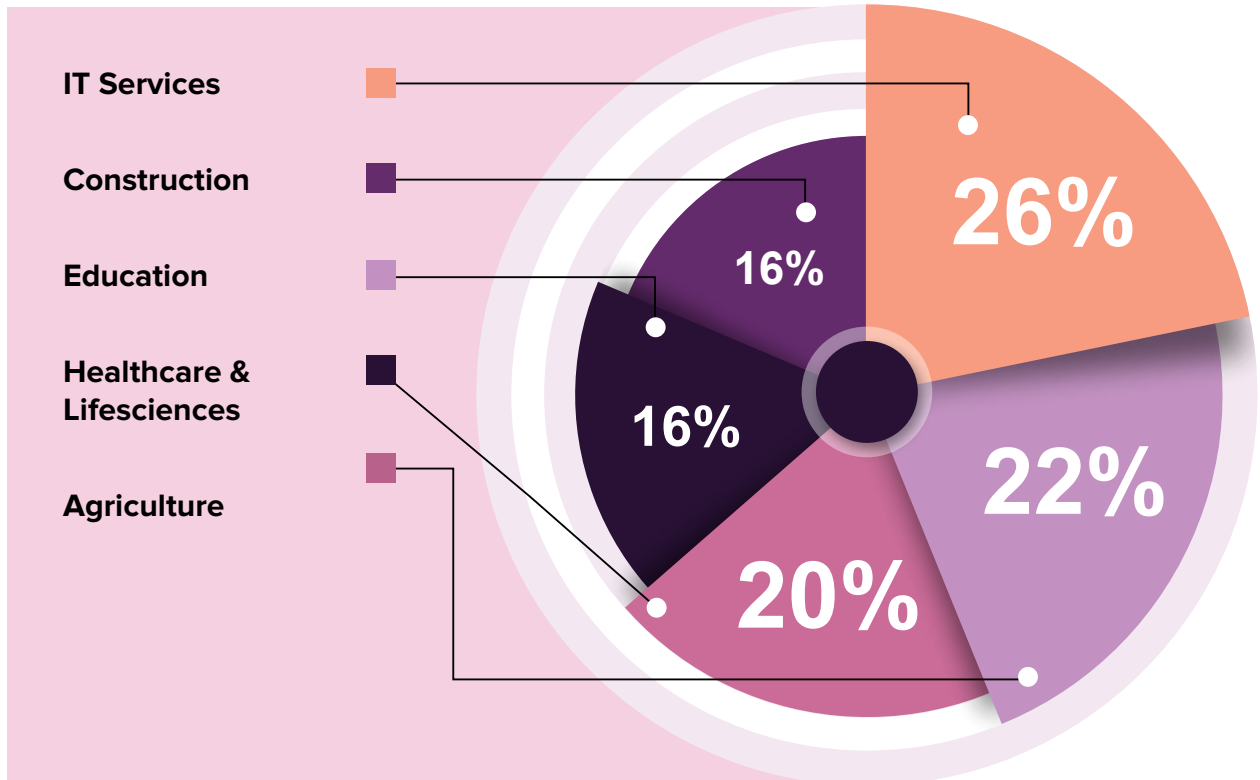
The startups in the Central region have shown an **average year-on-year growth of 64%**, where **61% growth was noticed for the years 2021-2022**.

Top Performing Districts in Tier 2/Tier 3 Cities*

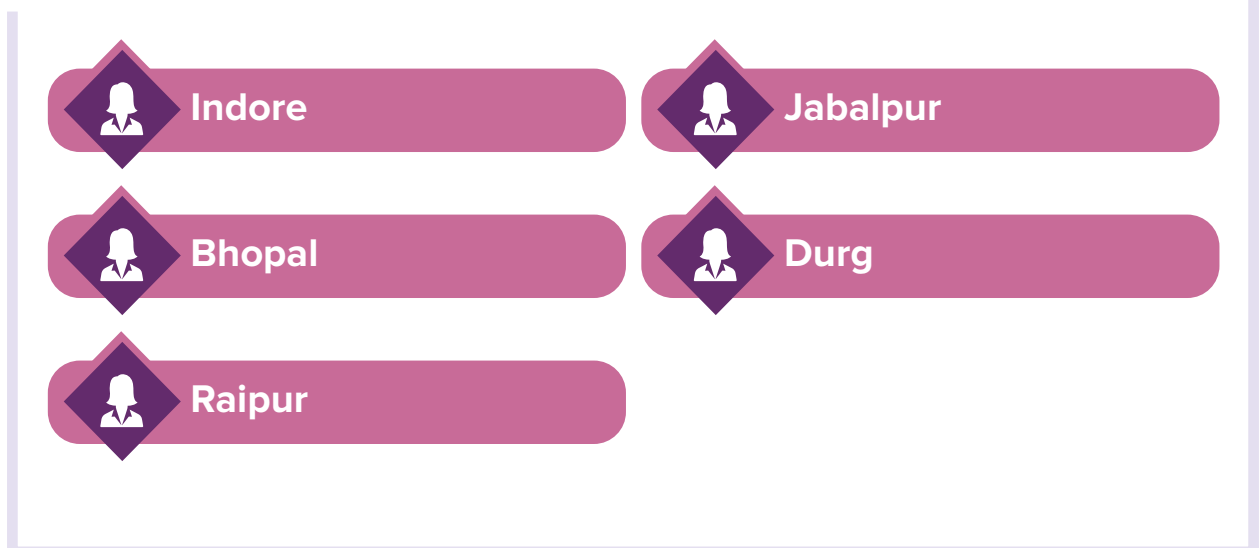


*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Recognised Startups:





Employment generated:

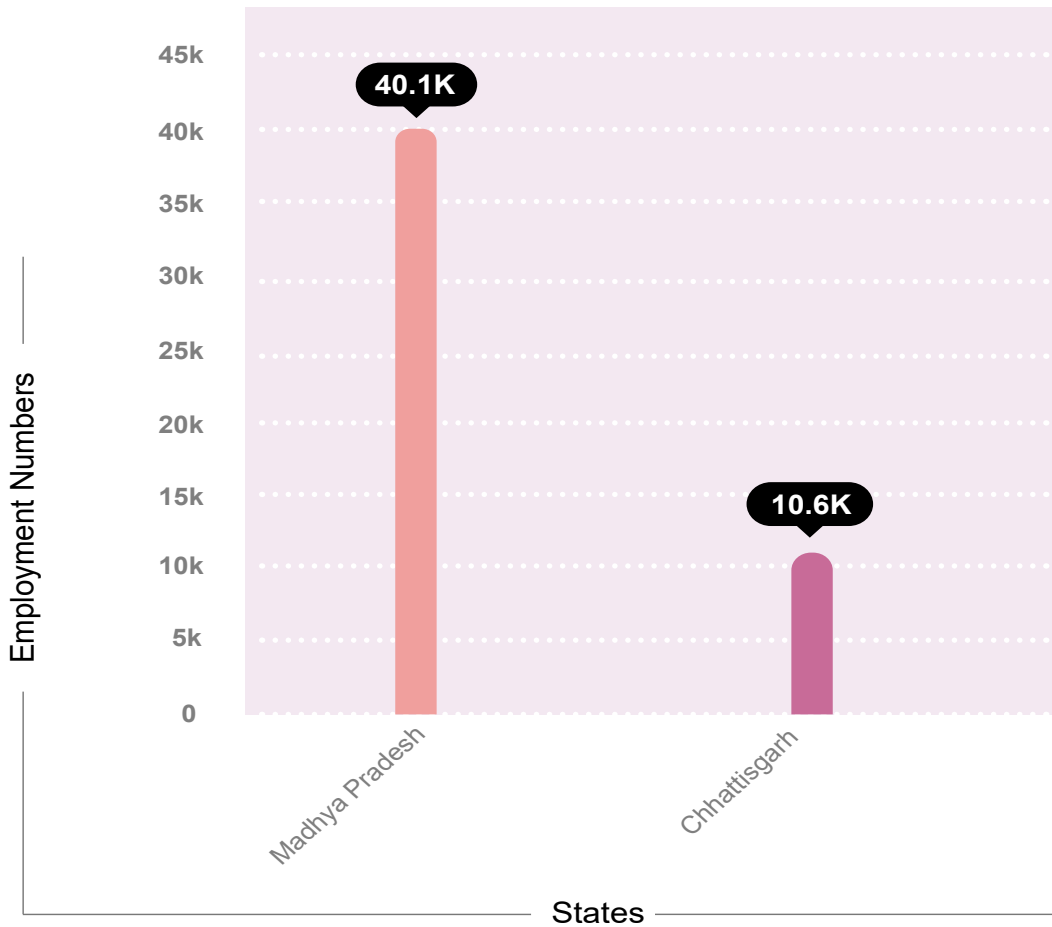


Figure 17: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023

Did You Know?



- The Central region has witnessed an average growth of 64% in the number of recognized startups in the last six years.
- The state of Madhya Pradesh has seen a growth of 65% in 2021-2022 alone and the average six year growth for the state is 71%.
- The women led startups in the region have also seen an average rise of 52% in the last two years.
- The district of Jabalpur has seen a meteoric rise in the number of recognized startups with a 140% increase from 2021 to 2022.

Islands

UT included

Andaman and Nicobar Islands

Lakshadweep

0.05%

total recognised startups
in the region

55

total recognised startups
in the region

22

women-led startups

46

startups from
tier2 / tier 3 cities

391

employment generated

7.11

average employment
per startup



Year-wise Increase in the Number of Startups:

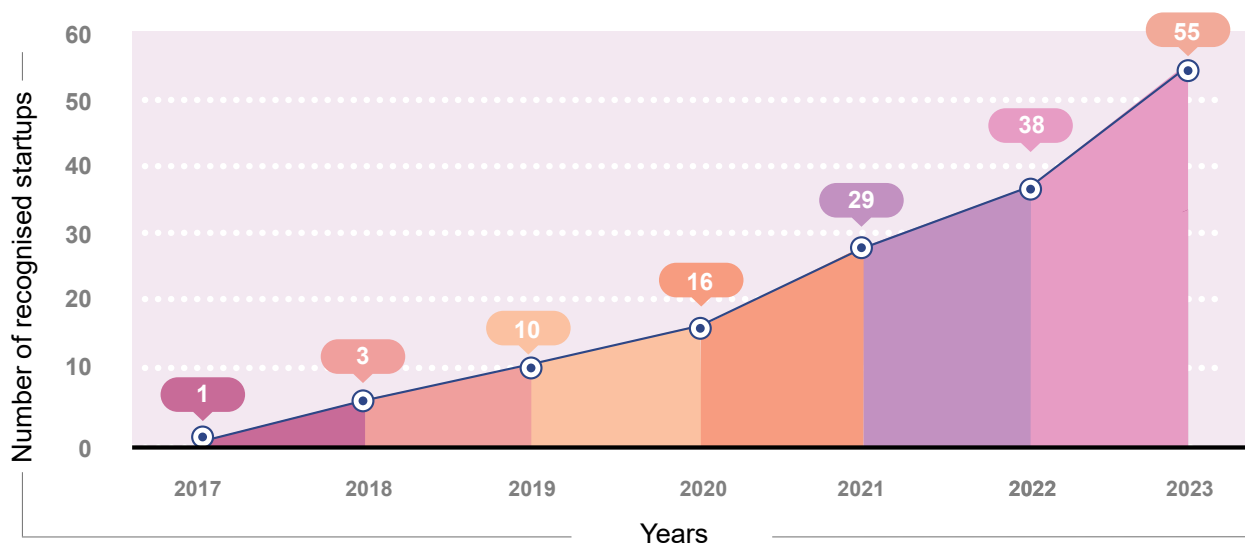


Figure 18: Year-wise startups recognised in the Islands

Top Performing Districts in Tier 2/Tier 3 Cities*



South Andaman



Nicobar



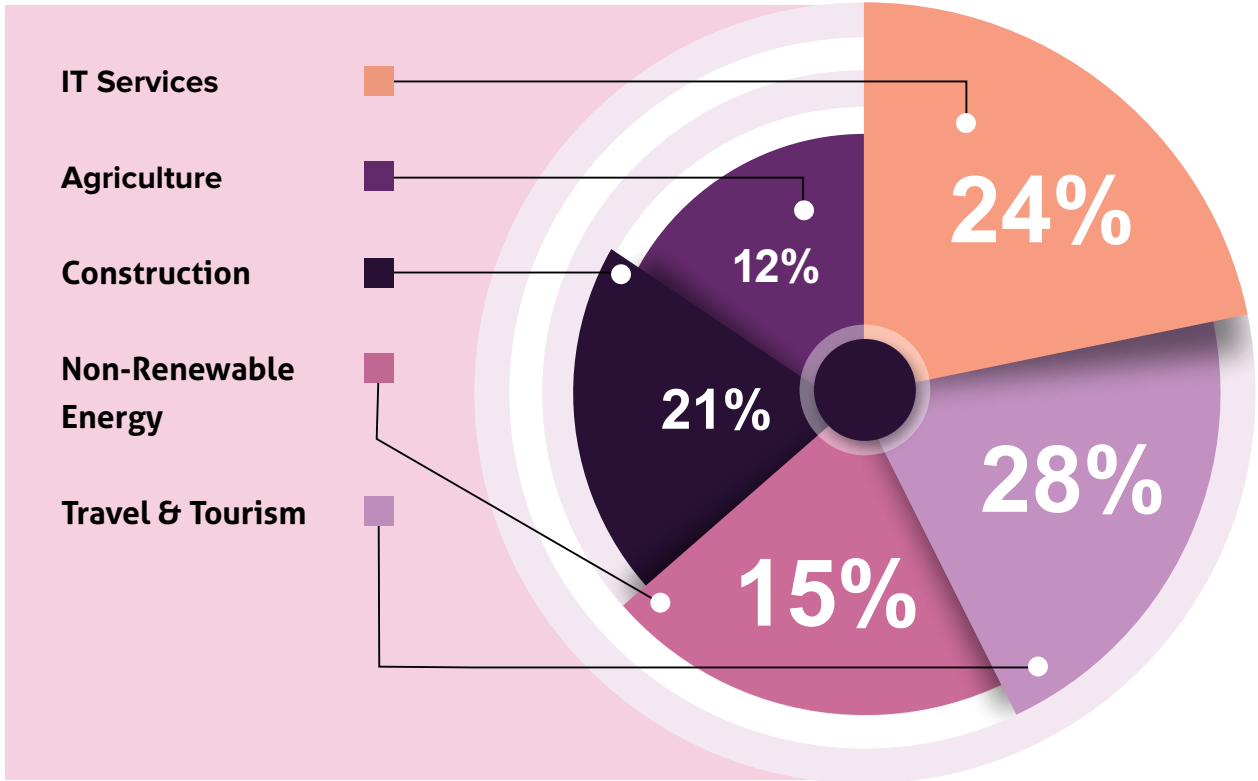
Lakshadweep



North & Middle Andaman

*Performance is measured in terms of Number of DPIIT recognized startups

Top Performing Industries:



Top Performing Districts with the Highest Women-led Recognised Startups:



Employment generated:

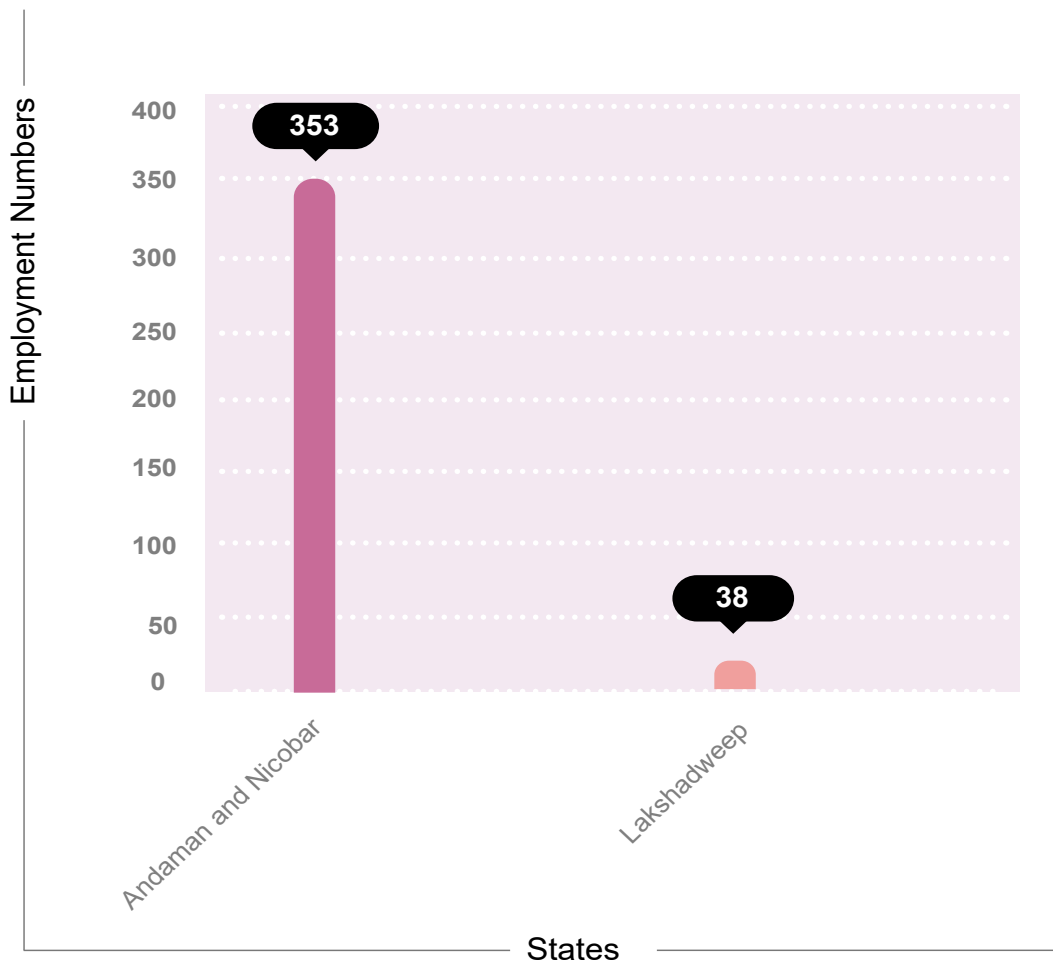


Figure 19: State-wise employment generated by startups (As self-reported by startups) within the time period 2016-2023



Acknowledgement

Key officials



Shri Rajesh Kumar Singh,
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Shri Sanjiv
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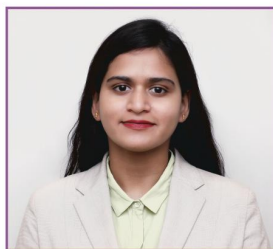
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