

# UP start-ups scale new heights with SAMRIDH

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**Lucknow:** Uttar Pradesh has recorded a strong presence in the ministry of electronics and information technology's SAMRIDH (Start-up Accelerator of MeitY for Product Innovation, Development and Growth) scheme with multiple accelerators and start-ups from the state selected for support and funding.

Sharing details on Tuesday, an official spokesperson said: "Under the SAMRIDH initiative, 10 accelerators from UP submitted expressions of interest. Four were selected and through these accelerators 35 start-ups from the state received acceleration support. Of these, 27 start-ups secured funding, with a total disbursement of Rs 9.91 crore to UP-based ventures."

The funding is intended to help start-ups strengthen product development, expand into markets and improve technological capabilities.

The SAMRIDH programme provides matching funding of up to Rs 40 lakh per start-up, along with financial assistance for accelerators that mentor and support participating companies.

State officials said the results reflect efforts to improve coordination so that Central govt schemes reach entrepreneurs more effectively. Monitoring, mentorship and market-linkage mechanisms have been strengthened to ensure that start-ups receive not only capital support but also guidance and access needed for longer-term growth.

The state govt attributed the performance to an ecosystem built in recent years, citing policy measures and administrative reforms aimed at encouraging entrepreneurship.

These include a start-up policy framework, promotion of the IT and electronics sectors, infrastructure development and a single-window system intended to simplify approvals and support services for new ventures.