UP government to give fresh impetus to startup ecosystem

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The Uttar Pradesh government is making continuous efforts to establish the state as one of the country's leading startup and innovation hubs.

To encourage innovation, entrepreneurship and new business ideas among the state's youth, the government is focusing on developing an ecosystem that provides the necessary support to transform innovative ideas into successful businesses.

In line with this objective, the Uttar Pradesh Startup Mission has identified incubators, host institutes and accelerator programmes as key drivers of startup promotion.

The state government's aim is to ensure that young entrepreneurs have access to the necessary resources, guidance and institutional support to establish and expand their ventures within Uttar Pradesh.

Sumit Mahajan, CEO of the Uttar Pradesh Startup Mission, said Chief Minister Yogi Adityanath's initiative was not limited to providing support to startups at the initial stage but also focused on helping them expand their businesses and become investment-ready after developing their products.

Incubators will play a crucial role in strengthening the startup ecosystem. They will provide startups with plug-and-play facilities, meeting and conference rooms, office space and shared administrative services.

Essential amenities such as high-speed internet will also be provided, ensuring that new entrepreneurs do not have to make substantial investments in infrastructure during the initial stages.



The role of incubators will extend beyond providing offices and workspaces. They will also support startups through mentorship, training, funding assistance, legal services, accounting, technical support, networking activities and marketing.

These services will be coordinated with the state and Central governments, as required. This will help new entrepreneurs navigate the practical challenges of setting up and running businesses.

The CEO explained that host institutes had also been assigned significant responsibilities in expanding the state's startup ecosystem. These will include reputed technology, management and research and development (R&D) institutions established or run by the Uttar Pradesh government, as well as institutions recognised by the government.

The objective is to establish incubators in these institutions with a focus on developing and promoting entrepreneurship in the state. This will enable young entrepreneurs to benefit from the expertise and infrastructure of educational and technical institutions in setting up new ventures.

The accelerator programme is designed to prepare startups for business expansion after product development. It will be a structured, time-bound initiative with a minimum duration of 12 weeks. The programme will focus on startups that have completed product development and established an early market presence or are preparing to expand their operations.

The accelerator programme will provide intensive mentorship, assistance in accessing markets, investment-readiness training and opportunities to exchange experiences with other startups. Its objective is to strengthen their business capabilities, accelerate revenue growth and improve their readiness to attract investments.

Certain mandatory conditions have also been prescribed for the programme. Each accelerator programme must run for at least 12 weeks and include a cohort of at least five startups. It must be conducted by an entity listed with the UP Startup Mission.

The curriculum must cover investor presentation preparation, financial model reviews and product launch strategies. It must also include at least two demo days or investor outreach events. Importantly, startups participating in the programme will not be required to pledge any equity as a condition of participation.

Institutions eligible to conduct accelerator programmes have also been categorised. Tier 1 will include nationally and internationally recognised accelerators, such as DPIIT-accredited accelerators, SEBI-registered alternative investment funds (AIFs) involved in acceleration activities, and international accelerators with portfolios of at least 50 successfully matured startups.

Examples include Y Combinator, Techstars, T-Hub Lab32, CIIE, IIM Ahmedabad and IIT-based accelerators.