DPIIT issues Press Release for Startup India launching the call for Startup Applications for MAARG Portal

On 23rd November 2022, the Department for Promotion of industry and Internal Trade (DPIIT), under the authorisation of the Ministry of Commerce and Industry, issued a Press Release launching the call for submission of startup applications to be registered under the MAARG Portal, which is a National Mentorship Platform established by Startup India.

For the purpose of further boosting the Indian Startup ecosystem, in which India is currently ranked as the 3rd largest globally, Startup India focuses on catalysing the startup culture and to help build a strong and inclusive ecosystem that promotes innovation and entrepreneurship in India.

The MAARG Portal, which stands for Mentorship, Advisory, Assistance, Resilience and Growth, is a single-stop platform which facilitates mentorship for startups across diverse sectors, functions, stages, geographies, and backgrounds. The Press Release states the essential objectives of the MAARG Portal, which are as follows -

- For providing sector-focused guidance, handholding and for supporting startups throughout their lifecycle

- For establishing a formalised and structured platform which facilitates intelligent matchmaking between the mentors and their respective mentees

- For facilitating efficient and expert mentorship for startups and building an outcome-oriented mechanism which allows timely tracking of the mentor-mentee engagements

Through the MAARG Portal, startups can now efficiently connect with academicians, industry experts, successful founders, seasoned investors, and other experts from across the globe through Artificial Intelligence (AI) based matchmaking to get personalised guidance on growth and strategy.

The key features of the MAARG Portal include customisable mentorship programs for ecosystem enablers, a mobile-friendly user interface, recognition for contributing mentors, video and audio call options, etc.

The Press Release further states the three phases in which the MAARG Portal is operationalised.

- Phase I - Mentor Onboarding

Successfully launched and executed, 400+ expert mentors are onboarded across sectors.

- Phase II - Startup Onboarding

DPIIT is launching the onboarding of startups on the MAARG Portal deemed effective from 14th November 2022.

- Phase III - MAARG Portal Launch and Mentor Matchmaking

Final launch where the mentors will be matched to the startups DPIIT has initiated the onboarding process of startups under Phase II.

The Press Release encourages all interested startups to apply their Startup Application at https://maarg.startupindia.gov.in.

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Official Notification Attached - here