

**GOVERNMENT OF INDIA  
MINISTRY OF COMMERCE & INDUSTRY  
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE  
RAJYA SABHA**

**UNSTARRED QUESTION NO. 522.  
TO BE ANSWERED ON FRIDAY, THE 07<sup>TH</sup> FEBRUARY, 2025.**

**Mou With Private Company boAt**

**522. SMT. MAYA NAROLIYA:  
SHRI MADAN RATHORE:  
SHRI BRIJ LAL:  
SHRI BABURAM NISHAD:  
SHRI SANT BALBIR SINGH:**

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) the specific sectors or industries which will be prioritized by the Department for Promotion of Industry and Internal Trade (DPIIT) and boAt partnership under the Memorandum of Understanding (MoU) as signed on 27th December 2024 in order to support start-ups recognized by DPIIT;
- (b) the types of dedicated programs and initiatives planned under this partnership to mentor start-ups and innovators;
- (c) whether the Ministry is planning similar collaborations with other private companies to extend support for start-ups; and
- (d) if so, the details thereof?

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY  
(SHRI JITIN PRASADA)**

**(a) to (d):** The Government, with an intent to build a strong ecosystem for nurturing innovation, startups and encouraging investments in the startup ecosystem of the country launched the Startup India initiative on 16th January 2016.

For effective implementation of Startup India initiative across the country, the Government unveiled Startup India Action Plan comprising of schemes and incentives envisaged to create a vibrant startup ecosystem in the country. The Action Plan comprises of 19 action items spanning across areas such as “Simplification and handholding”, “Funding support and incentives” and “Industry- academia partnership and incubation”.

In order to promote partnerships and collaborations between the industry and startups to encourage innovation-led growth in sectors like manufacturing, the Department for Promotion of Industry and Internal Trade (DPIIT) is signing Memorandum of Understanding (MoUs) with various stakeholders including various private companies for the specific purpose, inter alia, of mentoring, providing access to infrastructure, sharing resources and knowledge, assisting in market linkages and connecting to funding networks. Under this initiative, an MoU has also been signed with boAt (Imagine Marketing Limited), an Indian company in the audio and wearables market.

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