Madhya Pradesh Startup Summit 2026

Comprehensive Report



1. Executive Summary

The Madhya Pradesh Startup Summit 2026, held on **11–12 January 2026 at Ravindra Bhawan, Bhopal**, marked a significant milestone in the state's journey towards building a robust, inclusive, and globally connected startup ecosystem. The two-day summit brought together more than **2,500 participants**, including startups, incubators, investors, policymakers, industry leaders, financial institutions, and international delegates.

The summit provided a high-impact platform for policy dialogue, startup pitching, investor engagement, global market access, and sectoral knowledge exchange. With strong leadership from the **Government of Madhya Pradesh**, particularly under the guidance of **Hon'ble Chief Minister Dr. Mohan Yadav**, the event reinforced the state's commitment to fostering innovation-driven economic growth, employment generation, and entrepreneurship across urban and rural regions.

Key highlights included single-click financial assistance to over **170 startups exceeding ₹2.50 crore**, disbursement of **₹8.17 crore** to **21 startups** under the **Chief Minister Udyam Kranti Yojana**, execution of **four strategic MoUs** with national and international ecosystem

partners, and extensive participation from global stakeholders representing **UAE, Spain, Singapore, Russia, and the United Kingdom**.

2. Background and Vision of the Madhya Pradesh Startup Ecosystem

Over the past decade, Madhya Pradesh has emerged as one of India's fastest-growing startup destinations, driven by progressive policies, strong institutional support, and an expanding incubation and innovation infrastructure. The state government has consistently focused on enabling startups and MSMEs through targeted incentives, access to finance, incubation support, market linkages, and skill development.

The Madhya Pradesh Startup Summit 2026 was conceptualized as a flagship platform to:

- Showcase the state's startup-ready ecosystem at national and international levels
- Enable meaningful engagement between startups, investors, incubators, and policymakers
- Promote sector-specific innovation, particularly in agriculture, MSMEs, ODOP products, and technology-driven enterprises
- Strengthen Madhya Pradesh's positioning as an **investment-ready, innovation-driven startup hub**

3. Objectives of the Summit

The key objectives of the Madhya Pradesh Startup Summit 2026 were:

- To provide startups with access to capital, mentorship, and global markets
- To strengthen incubation capacity and sustainability within the state
- To facilitate collaboration between startups, MSMEs, financial institutions, and corporates
- To promote women entrepreneurship, agri-entrepreneurship, and youth-led innovation
- To align state-level initiatives with national and global startup trends

4. Leadership and Policy Direction

The summit was held under the strategic leadership of the **Department of MSME & Industrial Policy and Investment Promotion (IPIP), Government of Madhya Pradesh**, with active involvement of senior state officials, ecosystem partners, and industry associations.

The presence and active engagement of the Hon'ble Chief Minister and senior bureaucratic leadership underscored the state's policy commitment towards nurturing startups as engines of economic transformation, employment creation, and technological advancement.

---

5. Date-wise Flow of the Summit Proceedings

The Madhya Pradesh Startup Summit 2026 was conducted over two days, **11 January 2026** and **12 January 2026**, with a carefully curated agenda designed to balance policy dialogue, capacity building, startup pitching, investor engagement, and sectoral deep-dives. The date-wise flow ensured progressive engagement, starting with ecosystem strengthening and moving towards investment, scale, and global integration.

Day 1: 11 January 2026

Focus: Incubation Strengthening, Agri-Startup Transformation & Early-Stage Innovation

The first day of the summit laid the foundation for long-term ecosystem development by focusing on incubator sustainability, agri-based entrepreneurship, and early-stage startup validation through structured pitching sessions.

5.1 Incubator Masterclass: Achieving Incubator Sustainability

Time: 11:00 AM
Venue: Hall, Ravindra Bhawan

The summit commenced with a high-impact Incubator Masterclass focused on achieving long-term sustainability of incubation centres. The session brought together leading national experts representing premier institutions and incubation networks.

Key Speakers:

- Mr. Vaikunt Prasad, AVP, NSRCEL – IIM Bangalore
- Mr. Prasad Menon, President, Indian STEPs and Business Incubators Association (ISBA)
- Prof. Prashant Salwan, IIM Indore
- Mr. Dinesh Jairam Israni, Academic Director, K Startup School & K Incubation

The session emphasized diversified revenue models, outcome-based incubation, industry linkages, governance frameworks, and performance metrics for incubators. Best practices from national incubation ecosystems were shared to guide Madhya Pradesh incubators towards financial and operational resilience.

5.2 Panel Discussion: Transforming Value Chains – Agri FPOs as Startups

Time: 12:00 Noon
Venue: Gauranjani Hall

This panel discussion focused on transforming Farmer Producer Organizations (FPOs) into scalable, investment-ready agri-startups by strengthening value chains and adopting technology-driven business models.

Panelists:

- Dr. Dwarika Singh, Founder, ISED India
- Mr. Emmanuel Murray, Investment Director, Caspian
- Mr. Chintan Meghwanshi, State Head – Madhya Pradesh, ACCESS Development Services
- Mr. Anil Joshi, Founder & Managing Partner, Unicorn India Ventures

Moderator: Dr. Manisha Pandey, Professor, RNTU

The discussion highlighted geography-specific value chains, digital accounting, MIS systems, AI-based advisory tools, processing and grading infrastructure, and sustainable cash-flow models. Financial institutions emphasized governance, predictability, and execution capability as key determinants for agri-credit and investment.

5.3 Startup Pitching Session – Qualifiers

Time: 2:00 PM onwards
Venue: Hall, Ravindra Bhawan

The Startup Pitching Qualifier Session provided early and growth-stage startups with an opportunity to present their business models before a diverse jury comprising investors, incubator heads, and ecosystem leaders.

A large and distinguished jury panel evaluated startups on innovation, scalability, market potential, and financial viability. The session enabled startups to receive structured feedback, mentorship inputs, and pathways for funding and incubation support.

5.4 Networking Dinner for Dignitaries

Time: 7:00 PM

The first day concluded with a curated networking dinner that facilitated informal interactions among policymakers, investors, incubator leaders, and startup founders. The session strengthened relationships and opened avenues for collaboration and follow-up engagements.

Day 2: 12 January 2026

Theme: Policy Leadership, Investment Enablement, Global Integration & Scale-Up

The second day of the Madhya Pradesh Startup Summit 2026 represented the strategic and outcome-oriented culmination of the two-day deliberations. The day was marked by high-level policy engagement, startup-investor interactions, global collaboration, sectoral knowledge exchange, and recognition of innovation excellence.

6.1 Registration and Startup Pitching – Finals

Time: 10:00 AM – 12:00 Noon
Venue: Gauranjani Hall

The day commenced with participant registration, followed by the **Startup Pitching Finals**, where shortlisted startups from the qualifier rounds presented their business propositions before a distinguished jury comprising leading investors, venture capitalists, incubator heads, and ecosystem leaders.

The jury evaluated startups on parameters such as innovation depth, scalability, unit economics, market readiness, governance, and investment potential. The finals enabled startups to gain visibility, investor feedback, mentorship opportunities, and pathways for funding and market access.

6.2 Inaugural Session and Startup & Innovation Exhibition Inauguration

Time: 12:00 PM – 1:30 PM
Venue: Hansdhwani Hall & Exhibition Area, Ravindra Bhawan

The formal inaugural session was graced by **Dr. Mohan Yadav, Hon'ble Chief Minister of Madhya Pradesh**, along with senior state leadership, industry leaders, investors, and startup founders.

The Hon'ble Chief Minister inaugurated the **Startup and Innovation Exhibition**, showcasing solutions from over **70 startups**, incubators, and ODOP enterprises across sectors such as agritech, fintech, healthtech, deep-tech, clean energy, and MSME innovation.

The session included lamp lighting, felicitation of dignitaries, and a structured presentation of the Madhya Pradesh startup vision.



6.3 Welcome Address and Government Leadership Perspectives

Welcome Address:
Shri Raghwendra K. Singh, IAS
Principal Secretary, Department of MSME & Industrial Policy and Investment Promotion, Government of Madhya Pradesh

The welcome address outlined the state's policy framework, incentive mechanisms, incubation infrastructure, and ease-of-doing-business reforms aimed at positioning Madhya Pradesh as a preferred destination for startups and investors.

Address by the Chief Secretary:
Shri Anurag Jain, IAS
Chief Secretary, Government of Madhya Pradesh

The Chief Secretary emphasized outcome-based governance, inter-departmental convergence, and the critical role of startups in employment generation, innovation, and inclusive economic growth.



6.4 Industry and Investor Addresses

Address by Shri Ankit Agrawal, Founder & CEO, InsuranceDekho, focused on scaling consumer-centric businesses from Tier-2 and Tier-3 cities and leveraging India's digital public infrastructure.

Address by Shri Vineet Rai, Founder & Vice Chairman, Aavishkaar Group, highlighted purpose-driven entrepreneurship, patient capital, and building enterprises that generate long-term social and economic impact.

6.5 Keynote Address and Major Announcements

Keynote Address:
Shri Chetanya Kasyap
Hon'ble Minister for MSME, Government of Madhya Pradesh

The Hon'ble Minister reaffirmed the government's commitment to strengthening startup financing, incubation capacity, market access, and global partnerships.

During the session, the following key initiatives were formally announced and executed:

- **Single-click incentive disbursement** to more than **170 startups**, amounting to over **₹2.50 crore**

- **Loan distribution of ₹8.17 crore** to **21 startups** under the **Chief Minister Udyam Kranti Yojana**
- **Release of the 'MP Startup Inspiring Stories' Compendium**
- **Award distribution** to startups across six categories and incubators under a dedicated category
- **Exchange of strategic MoUs** with national and international ecosystem partners



6.6 Strategic MoUs for Market Access, Credit and Global Exposure

Four key Memorandums of Understanding (MoUs) were exchanged to strengthen the startup and MSME ecosystem:

1. **Federation of Indian Export Organisations (FIEO):** To promote exports of MSMEs and startups through training, buyer-seller meets, international exhibitions, e-commerce enablement, and an export roadmap aimed at doubling exports over the next five years.
2. **Central Bank of India:** To facilitate enhanced credit access for MSMEs, startups, ODOP units, and self-employment ventures.
3. **Carve Startup Labs:** To enable market entry and investment opportunities for startups in European countries.

4. **Startup Middle East:** To provide startups with structured access to markets and investors across Middle Eastern countries.

6.7 Interaction of Hon'ble Chief Minister with Startup Leaders and Industry Representatives

On the sidelines of the summit, **Mr. Aman Gupta, Co-Founder of boAt Lifestyle**, called on **Hon'ble Chief Minister Dr. Mohan Yadav** at Samatva Bhawan, the Chief Minister's residence. During the interaction, Mr. Gupta shared insights into boAt's journey as a leading consumer electronics brand in audio products such as earphones, headphones, and speakers.

The Hon'ble Chief Minister briefed Mr. Gupta on the upcoming **Electronics Manufacturing Cluster being developed at Indore–Pithampur**, highlighting opportunities for manufacturing, innovation, and supply-chain integration. Mr. Gupta assured full cooperation and support for strengthening the **Madhya Pradesh startup ecosystem**, particularly in the electronics and consumer technology domain.



6.8 Roundtable Meeting with Hon'ble Chief Minister

A high-level **roundtable interaction** was conducted between the Hon'ble Chief Minister and selected startups, investors, and ecosystem leaders. The discussion focused on regulatory facilitation, access to finance, incubation quality, talent availability, and global expansion pathways.

The Hon'ble Chief Minister reiterated the state government's commitment to responsive governance and continuous engagement with entrepreneurs to address emerging challenges and opportunities.



6.9 Sectoral and Thematic Sessions (Afternoon)

The second half of Day 2 featured concurrent sectoral sessions focusing on experience sharing, women entrepreneurship, global expansion, digital marketing for startups and ODOP MSMEs, and growth metrics. These sessions provided actionable frameworks and practical insights to enable startups to scale sustainably in domestic and international markets.

– Day 2 (12 January 2026)

The afternoon sessions on Day 2 were designed to provide startups with practical, execution-oriented insights across critical themes such as leadership, women entrepreneurship, global expansion, digital marketing, and growth metrics. These sessions translated policy intent into actionable playbooks for founders at various stages of growth.

7.1 Experience Sharing: Learning from Entrepreneurial Journeys

Time: 2:15 PM
Venue: Hansdhwani Hall

This session featured seasoned entrepreneurs and investors sharing real-world experiences on building resilient, purpose-driven enterprises.

Speakers:

- Mr. Ankit Agrawal, Founder & CEO, InsuranceDekho
- Mr. Vineet Rai, Founder & Vice Chairman, Aavishkaar Group
- Ms. Archana Jahagirdar, Founder & Managing Partner, Rukam Capital

The speakers emphasized long-term vision, disciplined execution, ethical leadership, and the importance of aligning business objectives with societal impact. The session strongly resonated with early-stage founders seeking guidance beyond capital.

7.2 Women Shaping the Startup World

Time: 3:00 PM
Venue: Hansdhwani Hall

This high-impact panel highlighted the growing influence of women founders, investors, and ecosystem leaders in shaping India's startup narrative.

Panelists:

- Ms. Bhavana Bhatnagar, Co-Founder, We Founder Circle
- Ms. Aishwarya Malhi, Co-Founder, Rebalance
- Ms. Shivani Singh Kapoor, Co-Founder, Thinkstartup
- Ms. Anju Gupta, Partner, IvyCap Ventures

- Ms. Shreya Prakash, Co-Founder & CEO, Flexibees
- Ms. Pooja Parmar, Principal, Equanimity Investments

Moderator: Dr. Sanjeev Patni, CEO, AIC Prestige

Discussions focused on access to capital, mentorship, leadership development, and building inclusive ecosystems, especially in Tier-2 and Tier-3 cities. Panelists unanimously stressed merit-based evaluation and stronger institutional support for women entrepreneurs.

7.3 Influencer and Social Media Marketing for Startups and ODOP MSMEs

Time: 3:00 PM
Venue: Gauranjani Hall

This session addressed digital-first growth strategies for startups and ODOP-linked MSMEs.

Speakers:

- Mr. Vijay NihalChandani, Ideaman
- Mr. Anubhav Dubey, Co-Founder & CEO, Chai Sutta Bar
- Ms. Niharika Pande, Head, Creator Partnerships, YouTube India

Moderator: Mr. Mayur Sethi, Founder & CEO, advertiCe / YellowDigi

The panel underscored the importance of authentic storytelling, community building, and strategic use of digital platforms to create sustainable brands. AI tools were positioned as enablers rather than substitutes for human creativity.

7.4 Beyond Borders: Global Expansion Playbook for Startups

Time: 4:00 PM
Venue: Hansdhwani Hall

This session focused on equipping startups with knowledge and strategies for international market entry.

Speakers:

- Mr. Khushwant Jain, Regional Chairman – FIEO (Western Region)

- Mr. Praveen Choudhary, Vice President – Retail & B2B, ONDC
- Ms. Shaifali Bhodara, Partner & Exports Head, Frut X Industries
- Mr. Vishnu Nagaraj, Founder & CEO, Carve Startup Labs
- Mr. Amarjeet Makhija, Partner, PwC
- Mr. Robin Singh, Executive Director, ACCIÓ (Government of Catalonia, Spain)
- Mr. Siby Sudhakaran, Startup Middle East

Moderator: Ms. Shruti Agarwal, Founder, XportCircle

The session provided a structured roadmap covering export readiness, compliance, logistics, payments, and localization strategies, reinforcing that global success requires disciplined preparation and ecosystem support.

7.5 Metrics that Matter: From Vanity Numbers to Real Growth

Time: 4:00 PM
Venue: Gauranjani Hall

This expert-led panel focused on financial discipline and data-driven decision-making.

Speakers:

- Mr. Dilip Krishnan, Founder & CEO, QuantLeap
- Mr. Mahavir Pratap Sharma, General Partner, Swishin Ventures
- Mr. Amit Singhal, Partner, Indicorn Angels
- Mr. Manoj Jain, Managing Director, Shriram Life Insurance
- Mr. Abishek Balendran, Co-Founding Partner, SilverX Fund

Moderator: Mr. Anand Saklecha, Partner, Valleynxt Venture AIF Category I

Key discussions revolved around unit economics, capital efficiency, break-even analysis, and investor readiness, particularly for startups from emerging cities.

---

8. International Participation and Global Engagement

The summit witnessed active participation from international delegates representing **UAE, Spain, Singapore, Russia, and the United Kingdom**. Global ecosystem partners engaged with Madhya Pradesh startups through panel discussions, MoUs, and one-on-one interactions, enhancing cross-border collaboration and investment opportunities.

---

9. Exhibition, Awards, and Recognition

An extensive exhibition featuring over **60 stalls** showcased startups, incubators, and ODOP enterprises. Startups were recognized across **six categories**, while incubators were awarded under a dedicated category, celebrating excellence, innovation, and ecosystem contribution.

---

10. Outcomes and Impact Assessment

The Madhya Pradesh Startup Summit 2026 delivered tangible outcomes, including financial disbursements, strategic partnerships, global exposure, and ecosystem capacity building. The summit significantly strengthened Madhya Pradesh's positioning as an emerging startup hub with policy stability, investment readiness, and inclusive growth orientation.

---

11. Conclusion and Way Forward

By integrating policy support, incubation strength, investor engagement, and global market access, the Madhya Pradesh Startup Summit 2026 laid a strong foundation for the next phase of startup-led development. The summit reaffirmed the state's commitment to empowering youth, women entrepreneurs, agri-innovators, and technology-driven startups, positioning Madhya Pradesh as a future-ready innovation economy.

