



MAARG Portal

Why in News?

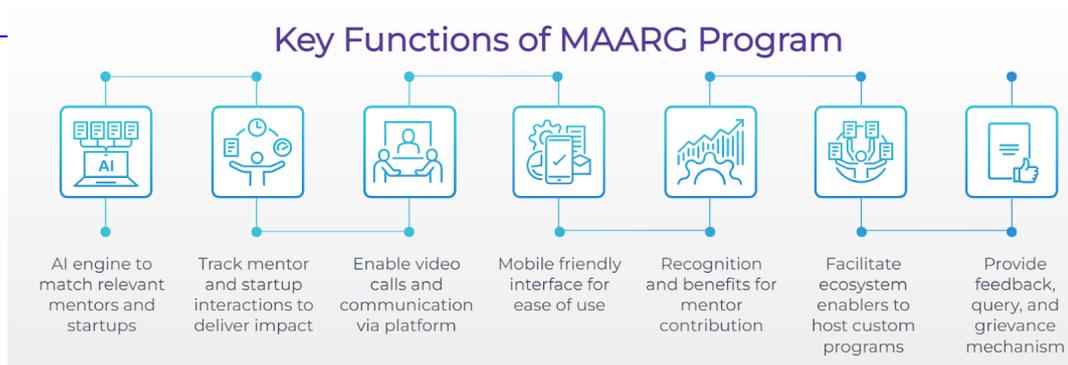
Recently, **Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry** has launched a call for [startup](#) applications for registration on the **Mentorship, Advisory, Assistance, Resilience and Growth (MAARG) portal**.

What is MAARG Portal?

▪ About:

- MAARG portal is the **National Mentorship Platform by Startup India**.
- It is a **one-stop platform to facilitate mentorship for startups** across diverse sectors, functions, stages, geographies, and backgrounds.

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▪ Key Features:

- Mentorship programs for ecosystem enablers
- Mobile-friendly user interface
- Recognition for contributing mentors
- Video and audio call options

▪ Phases: The MAARG Portal is being operationalized in three phases:

- **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 with effect 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 onboarding process of startups under Phase II.

▪ Significance:

- Startups can now **effectively connect with academicians, industry experts, successful founders, seasoned investors, and other experts** from across the globe, through **Artificial Intelligence (AI) based matchmaking**, to get personalized guidance on growth and strategy.

What is Startup India?

- **It is a flagship initiative of the Government of India**, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India.
 - A startup is **an enterprise that is initiated by its founders around an idea or a problem** with a potential for significant business opportunity and impact.
- Since its launch in 2016, **Startup India has rolled out several programs with the objective of supporting entrepreneurs**, and transforming India into a country of job creators instead of job seekers.
- In 2022, **India has become the 3rd largest start-up ecosystem** in the world after the US and China.

[Source: PIB](#)

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