



Govt. of Uttarakhand

Directorate of Industries

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Startups who are working with the **grassroot people*** to create and/or develop grassroot products or services or improving the quality of existing grassroot products or services or its packaging, branding, marketing along with market creation for such products or services can be considered as **grassroot*** startup or startup with **rural impact***.

(Shikhar Saxena)

Joint Director Industries

*Grassroot people can be defined as the people domiciled in rural or hilly regions or self-help groups, community groups, societies established in rural or hilly regions along with people who work with such groups, societies or network of people working on certain products and services emanating from rural or hilly areas.

*Grassroot or innovation with rural impact can be defined as the creation/development of products or services by the grassroots people and the products or services so created/developed, solves any pressing issues, problems or challenges faced in and around the rural and/or hilly regions.

