

## DPIIT signs MoU with Primus Partners to strengthen startup ecosystem

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**Partnership seeks to enhance support for early-stage and growth-stage product startups**



The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India, has signed a Memorandum of Understanding (MoU) with Primus Partners to enhance collaboration towards strengthening India's startup and innovation ecosystem.

The partnership seeks to enhance support for early-stage and growth-stage product startups through structured capacity-building interventions, expert mentorship, market access initiatives, policy awareness drives, and facilitation of technology integration.

Speaking on the occasion, Sanjiv, Joint Secretary, DPIIT, said "This collaboration reaffirms DPIIT's commitment to fostering an innovation-led economy that thrives on creativity, technology, and enterprise. India's startup ecosystem today stands at the cusp of global transformation. By strengthening linkages between policy, industry, and innovation, we aim to create pathways that empower startups to drive sustainable growth, job creation, and India's emergence as a global innovation powerhouse."

Davinder Sandhu, Co-Founder and Chairman, Primus Partners, stated that the partnership with DPIIT would facilitate structured engagement with the startup community through mentoring, knowledge sharing, and industry linkages. He noted that such initiatives will contribute to building a robust environment that supports innovation and entrepreneurship in the country.

The MoU reinforces DPIIT's focus on enabling industry-led engagement to strengthen India's startup ecosystem, promoting innovation, self-reliance, and inclusive economic growth.