

Minutes of the meeting held on Start Up in Assam Held on 4th July, 2018 2018 in the Conference Hall of Addl. Chief Secretary to the Government of Assam, Industries & Commerce Department, D-Block, Dispur-6

Members present : As per Annexure A

The meeting was presided over by Shri Ravi Kapoor, I.A.S. Addl. Chief Secretary to the Government of Assam, Industries & Commerce Department. Welcoming the members, he initiated the discussion on Start-Up Assam and different matters relating to it. In this regard, the following decisions were taken:

1. **Finalization of the Website of Start-Up Assam:** The website of Start-Up Assam was perused in detail and the final shape was decided upon. Some of the changes should include the following:
 - Focus sectors of the Government of Assam as reflected in Advantage Assam website are to be added including sectors like educational hub, sensor technology, block chain and wellness.
 - Advantage Assam logo should be included in place of Make in India and Digital India.
 - The definition of Start Up is to be incorporated.
 - The application form of DIPP should be compared.
 - The nomenclature of the incentives included should be as per their technical terminology- ideation to concept, concept to prototype and prototype to marketing as per the recent amendment of the Policy.
 - The front page to include the messages of Hon'ble Chief Minister and the Hon'ble Minister of Industries as it appears in Advantage Assam website.
 - The Start-Up websites of the Govt. of India and leading States like Telengana and Orissa should be consulted.
 - The website should include a well written FAQ in the home page which will serve as a hyperlink to the relevant sections.
 - Pop up for incorporation number in the application form shall be made.
2. **Date of Inauguration of Assam Hub:** The tentative date of the inauguration of the Assam Hub to be fixed for 15th August 2018 or the 1st week of September 2018 – depending on the completion of construction work and other formalities.
3. **Nodal Agency for Start-Up:** AIIDC will be the Nodal Agency for Start Up in Assam. AIIDC should constitute a special Cell for Start Up – comprising persons from Finance, IT and administration background. Disbursement of financial grant

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shall be taken care of by that Cell. In this regard, the Cell shall have a separate account from that of the main AIDC account.

4. **Nodal Team:** The Nodal Team from Industries & Commerce Department shall include Shri Ravi Kapoor, IAS, Additional Chief Secretary, Dr. K.K. Dwivedi, IAS, Commissioner, Industries, Assam, Smt. Manjula Sankla Bhuyan, IAS, Joint Secretary Industries and MD (AIDC), Smt. Neeta Daulagupta, ACS, Joint Secretary, Shri Bipul Das, Additional Director, Industries, Shri Samrat Alam, ACS, Deputy Secretary, Pranjal Dhillon, I.T. Officer Industries, Pooja Jyoti Das, DOM AIDC.
5. **Modification of Operational Guidelines:** The Operational Guidelines should be modified on the following lines -

- i) On receipt of Start-Up proposals under MASI, a preliminary Screening Team under the Service Provider in connection with Running of Operation and Maintenance of State Start-Up Incubator (i.e. IIM (Calcutta) - Calcutta Innovation Park) shall select the bonafide proposals.
- ii) The honorarium for the experts engaged for the evaluation of Start-Up proposals would be 2000/- (Rupees two thousand only).

Joint Secretary Smt. Neeta Daulagupta shall ensure preparation of the amendment of the Operating Guidelines accordingly.

The amended Operating Guidelines shall be duly published by AIDC Ltd. in presentable booklets.

6. **Meeting of Evaluation Agencies:** Commissioner Industries will identify the agencies and nodal experts from the academia/institutions for processing the MASI applications online. A meeting with these agencies/experts shall be organized. The parameters for examination of the applications will be as per the eligibility criteria of the policy. The assessment criteria shall be well defined and discussed in the meeting.

7. **Notifications:** Notifications for the Start-Up Council and High Level Committee are to be issued.

8. **Website:** The main website of the Industries & Commerce Department - i.e. <https://www.industries.com.assam.gov.in> shall be the primary website and all other websites including AIDC Website and Start-Up Website to be hyperlinked to that primary website.

9. **Memorandum of Understanding with IIM (Calcutta):** The draft MoU to be signed by the Commissioner of Industries & Commerce with IIM (Calcutta) - Calcutta Innovation Park - as Service Provider in connection with Running of

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Operation and Maintenance of State Start-Up Incubator, as submitted by the Commissionerate Office. This will be forwarded to Judicial Department for vetting.

10. Meeting with IIM (Kolkata) : A meeting is to be convened on 13th July 2018 with IIM - Calcutta Innovation Park, Invest India and website developer (NIC)

11. Advisor of Start-Up Assam: Shri Rana Iyer from T Hub shall be the advisor to Start-Up Assam, subject to approval by Hon'ble Minister, Industries

12. Completion of Assam Hub Building: The progress of the completion of the Assam Hub Building was reviewed and its various features discussed and improvisations decided upon. An architect from T Hub will visit on 5th July, 2018 for interior design and facade of the building. Start Up Team shall be present at the site accordingly.

13. Advertisement and Awareness Campaign: It was decided to design a proper advertisement for inviting Start-Up proposals. It was further decided to have Awareness Campaigns in the form of Ideathons and Start-Up Yatra across the State. A Master Plan would be prepared and implemented accordingly to ensure optimal coverage. On this, suggestion should be taken from the Start Up team, Invest India.

14. Visit to Orissa: A team of senior officers from the Industries & Commerce Department and the Commissionerate of Industries & Commerce shall visit Orissa and study their Start-Up Model, BMPs and novel initiatives would be considered for incorporation in the Assam Model for replication.

The meeting ended with a vote of thanks from the Chair.



(Ravi Capant, IAS)

Addl. Chief Secretary to the Government of Assam
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