

অসম চৰকাৰ



GOVERNMENT OF ASSAM

**GOVERNMENT OF ASSAM**

**DEPARTMENT OF INDUSTRIES & COMMERCE**



---

# OPERATING GUIDELINES FOR STARTUP ASSAM POLICY

---

ASSAM STARTUP POLICY 2017



INDUSTRIES AND COMMERCE DEPARTMENT

**#startupindia**  


Startup Assam



## Table of Contents

<b>I - Governance Structure</b> .....	1
1.Startup .....	1
a. Overview Structure .....	1
b. Process Flow of startup.....	2
2. Assam Incubation Centre .....	3
2.1. Overview Structure .....	3
2.2. Process Flow of Assam Incubation Centre .....	3
<b>II - Startup</b> .....	4
Definition .....	4
Eligibility Criteria for My Assam Startup Id (MASI) - Startup Recognition .....	4
Application Process for MASI Recognition.....	4
Incentives benefits &Eligibility Criteria for MASI Recognized Startups .....	5
Application Process for Availing Incentives Benefits by MASI Recognized Startups .....	7
Fund Release Guideline.....	7
<b>III - Incubator</b> .....	9
Definition .....	9
Eligibility Criteria .....	9
Benefits to Incubators.....	9
Application Process for Availing Monetary Benefits to set up an Incubator .....	9
Fund Release Guideline.....	9
<b>IV- Assam Start Up/Incubation Centre</b> .....	10
Definition .....	10
Eligibility Criteria .....	10
Benefits to Incentives .....	10
Application Process for Availing the facility.....	11
<b>VI- Agency</b> .....	12
Definition .....	12
Introduction .....	12
Objective .....	12
Selection of the Expert Agency .....	12
Introduction .....	12
Objective .....	12
Appointment of the Expert Agency.....	12
<b>VII -- Terms &amp; Conditions</b> .....	13
<b>VIII - Annexure – Definitions &amp; Forms</b> .....	14
Annexure - 1 - Definitions .....	14
Annexure – 2 – My Assam Startup Id (MASI) Recognition Form .....	16
Annexure – 3 – Application for Monetary Benefit by MASI recognized Startups .....	17
Annexure – 4 –Marketing and Promotion Assistance form.....	19
Annexure – 5 – Incubator Application Form for Monetary Grant .....	20
Annexure–6 – Form for Incentives.....	21
Annexure–7 – Form for Expert Agency .....	22
Annexure - 8 – List of Sectors .....	23

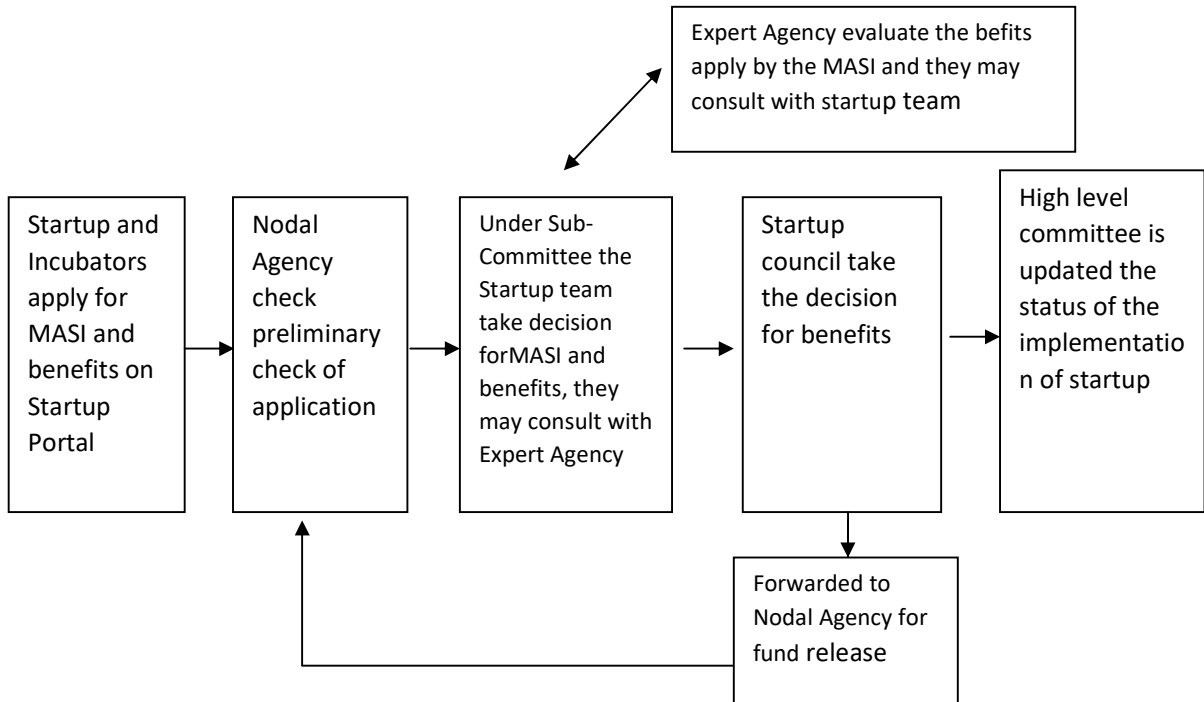
## I - Governance Structure

### 1.Startup

#### a. Overview Structure

Name of Committee	High Level Committee	Startup Council	Expert Agencies	Sub Committee	Nodal Agency
<b>Number of members</b>	22 members	13 members	4 Agencies (selected on invite basis)	Sub-committee to be constituted by Startup council and 4 members from Invest Assam to be notified by Govt. as a combined Startup Assam team to assist the sub-committee.	A team to be notified by AIIDC who is the Nodal Agency for startup
<b>Frequency of meeting</b>	At least once in a 6 month	At least once a month	At least once a month & On-going application evaluation	<ul style="list-style-type: none"> <li>• Weekly for sub-committee</li> <li>• Daily for Startup Team</li> </ul>	Daily basis
<b>Role and responsibility</b>	<ul style="list-style-type: none"> <li>- Monitor and evaluate implementation of Startup Assam Policy 2017</li> <li>- Issue directives / suggestions for amendment and effective implementation of policy</li> </ul>	<ul style="list-style-type: none"> <li>- Administer overall implementation of Startup Assam Policy 2017</li> <li>- Approve Fiscal and Non-Fiscal Incentives applications.</li> <li>- Council may take up any issues &amp; decisions relating to incubation center, sanctioning of funds, website, helpline etc. in relation to the implementation of the policy</li> </ul>	<ul style="list-style-type: none"> <li>- Fiscal benefits applications evaluation</li> <li>- Research and due diligence inputs on fiscal benefits applications by startups</li> </ul>	<ul style="list-style-type: none"> <li>- Execute Startup Assam Policy</li> <li>- MASI application evaluations to be done by Startup Assam team and submit to sub-committee for issue of MASI</li> <li>- Evaluate Fiscal and Non-Fiscal Incentives applications in same manner.</li> </ul>	Preliminary check of online application and forwarded to Startup team
<b>Additional Information</b>	Chairman may invite any expert member for any meeting	Council may invite any expert member for any meeting	Expert agencies will be selected by invite only	Sub Committee / Start up team may invite expert members for meetings with consultation with Startup Council if needed	A team consisting of officials from CI&C , AIIDC and 3 professional on contract basis from Administrative, IT, Finance background

## b. Process Flow of startup

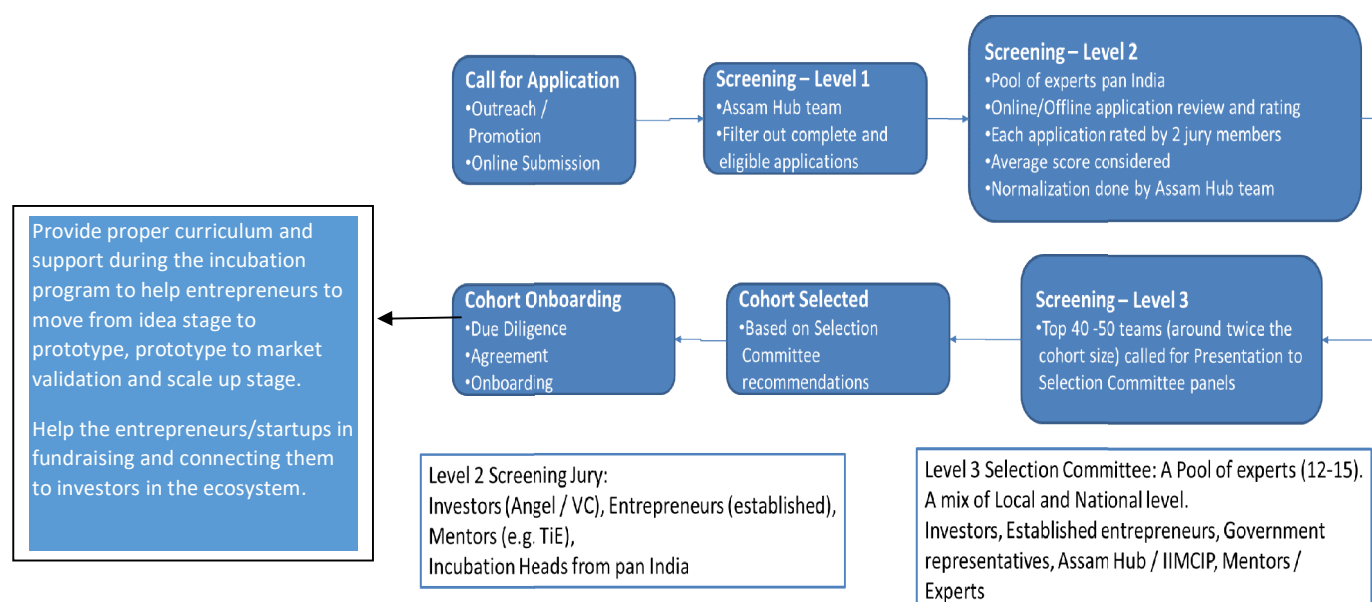


## 2. Assam Incubation Centre

### 2.1. Overview Structure

<b>Name of Committee</b>	Assam Hub Team	<b>Screening jury</b>	<b>Selection Committee</b>
<b>Number of members</b>		12-15	A Pool of experts (12-15).
<b>Frequency of meeting</b>	Daily	2-3 times a year	2-3 times a year
<b>Role and responsibility</b>	Preliminary check of online application and forwarded to Screening jury	Evaluation of Application and short listed of the application	Approval of Application for incubation at Assam Hub
<b>Additional Information</b>		Investors (Angel / VC), Entrepreneurs (established), Mentors (e.g. TiE), Incubation Heads from pan India	A mix of Local and National level. Investors, Established entrepreneurs, Government representatives, Assam Hub / IIMCIP, Mentors / Experts

### 2.2. Process Flow of Assam Incubation Centre



## II - Startup

### Definition

- 1) **Entity:** Private Limited Company (as per the Companies Act 2013), a Registered Partnership Firm (under the Partnership Act, 1932) or Limited Liability Partnership (under the Limited Liability Partnership Act, 2008) or One Person Company (as per the Companies Act 2013).
- 2) **Startup:** Startup is an entity involved in crafting repeatable and scalable product or service making a positive impact in the society, where the solution is not obvious and success is not guaranteed.

An entity will be considered as Startup under Assam Startup Policy if following conditions are met:

- a. The date of incorporation / registration is not prior to seven years; In case an entity is engaged in the biotech sector the date of incorporation/ registration should not be prior to ten years.
  - b. Annual turnover not exceeding INR 25 crore, for any preceding financial year;
  - c. Such entity is working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property and makes it scalable for achieving commercial success;
  - d. Incorporated in Assam or employs atleast 50 percent of its total qualified workforce in Assam, which shall not include contract employees;
  - e. Such entity is not an extension of an existing family business; or formed by splitting up or by reconstruction of a business already in existence.
- 3) **Innovation:** “The process of translating an idea or invention into a good or service that creates value for which customers will pay, or to better existing processes or services driven by technology or intellectual property. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources.”

### Eligibility Criteria for My Assam Startup Id (MASI) - Startup Recognition

The registration can be done online by simply filling a standard form (Annexure 2) and uploading the following set of documents:

1. Incorporation certificate.
2. Proof of innovation as per any of the following:
  - a. DIPP Startup India recognition certificate with one page write up of note on Innovation; or
  - b. Startup has a patent filed in the entity name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted with one page write up of note on Innovation ; or
  - c. Sanction / Assurance Letter of funding / grant to the entity by Government of India or any State Government as part of any specified scheme to promote innovation with one page write up of note on Innovation; or
  - d. Letter of funding by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business with one page write up of note on Innovation; or
  - e. If an entity doesn't possess any of the above mentioned four documents, they may submit a one page write-up / note explaining innovative nature of the applicant entity. The applicant entity is encouraged to share its business plan along with the note on innovation.

### Application Process for MASI Recognition

1. The entity will have to submit its application online (Annexure2).

2. After preliminary check the Nodal Agency will forward the application to Assam Startup team under sub-committee.
3. The sub-committee with help of Assam Start up team will directly evaluate MASI application online, and may schedule a call or a meeting with the entity, if it deems necessary. Time frame for issuing of MASI is within 2-4 week.
4. Result will be published online and emailed to the concerned Startup.

Available

### Incentives & Eligibility Criteria for MASI Recognized Startups

A Startup with MASI, meeting the below given eligibility criteria may apply for any of the following monetary benefits available under Startup Assam Policy:

- i. **Annual GST Reimbursement** - of state GST paid in sales of goods or services for a period of 3 years up to a maximum of INR 5 lakh per startup per year, if the following conditions are met:
  - a. The startup should be MASI ID holder.
  - b. Proof of taxes paid issued by the competent authority(Sales Tax deptt.)must be presented.
- ii. **100% Reimbursement of Stamp Duty/ Registration Fee/ conversion fee** - paid on sale/ lease deed for first transaction, up to a maximum limit of INR 50,000/-, if the following conditions are met:
  - a. Reimbursement would be available only to those who have executed the sale/lease-deed after the announcement of the Startup Assam Policy and subject to the approval of the Startup Council
  - b. The lease deed should be in the name of the startup or one of its directors
  - c. Reimbursement would be available on the outright purchase/lease or lease cum-sale of land/built up office space for establishing a facility for the use of the startup
  - d. Reimbursement would be applicable on the combined levy of registration fee; stamp duty and transfer of property duty.
  - e. A self-attested declaration must be submitted ensuring that the land/built up space will only be used for the purposes of the startup's business needs for 3 years from the date of application for the incentive.
- iii. **Digital Up gradation Subsidy-** of 50% of capital expenditure for purchase of computers, related hardware, purchase of relevant software subject to a ceiling of INR 1 lakh per Startup, if all the following conditions are met:
  - a. The startup has got a legal itemized bill as a proof of purchase
  - b. Date of purchase must be after the notification of the policy
  - c. A self-attested note must be submitted explaining the use of purchased items and assuring that the purchased items will not be resold for a minimum period of 1 year from date of purchase.
- iv. **Lease Rental Reimbursement** for 50% lease rental reimbursement for a maximum period of 3 years subject to a ceiling of INR 5lakhs, if the following conditions are met:
  - a. Startup employs atleast5 people on a full-time basis
  - b. Startup has rented a property for its official use. This may include rent paid to incubators, co-working or shared spaces
  - c. Rent / Lease agreement should be in the name of the startup or one of its directors.
  - d. The startup has proof of rent paid by way of receipts or bank statements.
- v. **Power Subsidy-**at 50% subject to a limit of INR 1 lakh per annum for a period of 5 years, if the following conditions are met:
  - a. The startup has got a proper electricity bill in the name of the startup or one of its directors
  - b. Only electricity bills generated after the release of the Startup Assam policy will be considered. Any bill older than 12 months shall not be considered for reimbursement.
  - c. Startup should have proof of payment against the electricity bill

- d. Startups operating out of shared spaces/co-working spaces/incubators where the startup is charged one single cost which includes power, wifi, seat cost, etc. will not be eligible for this benefit.
- vi. **100% reimbursements on patent filing cost** - Startups with MASI shall be eligible for reimbursement up to 100% of the actual costs (including filing fees, attorney fees, search fees, maintenance fees) for patent filing with a maximum limit of INR 1 lakh for filing a domestic patent and up to INR 5 lakh for filing an international patent. This reimbursement shall be payable 75% after the patent is filed and the balance 25% after the patent has been granted. The startup may avail this benefit if the startup has MASI recognition and if the following conditions are met:
- For the initial 75% to be reimbursed, the startup must have filed for a patent and should have a copy of the Application Filing Report (AFR) / Form 1/ Form 5/ Form 18/ any other invoice receipts (including the relevant forms for international patents).
  - For the balance 25% to be reimbursed, the startup must have a copy of the patent certificate issued to them.
- vii. **One-time incentive for hiring women, transgender and differently abled** - of INR 5,000 per woman, transgender, differently-abled employee that is hired by the Startup subject to an upper limit of INR 1 lakh per startup for a period of 3 years from MASI recognition and if the following conditions are met:
- Employee must be a woman, a transgender or a differently abled individual
  - Employee may be a founder or director of the company
  - Employee must be employed for a minimum period of 12 months before the startup applies for the benefit
  - Startup may apply multiple times, however, total number of employees for which benefits are applied must not exceed 20 individuals (INR 5000 x 20 = INR 1 Lakh)
- viii. **Marketing and promotion assistance** - Reimbursements of 50% of the actual marketing and promotion costs (including travel) incurred by a Start-up in listing fees for online and offline advertisement, in store promotion, publishing marketing collaterals, providing discounts, digital marketing, trade show participation, market research, etc. subject to a maximum of INR 5 lakhs per Start-up.

The following expenses can be claimed for reimbursement:

- Domestic or International travel cost by air or rail – economy class only
- Domestic or international event participation cost like delegate fees or participation fees
- Stall rental (Upto 16 square meters)
- Market Research – Receipts/invoices for market research papers that are bought online or offline must be presented. In case an agency has been engaged for market research by the start-up, receipts/invoices must be presented. Upto a maximum of INR 25,000 may be claimed under market research.
- Other expenses like listing fees, marketing collaterals, etc - Startup must have proof of expense in the form of copies of receipts/invoices.

The following conditions must be met with in order to claim reimbursement:

- Detailed statement of expenditure as per Annexure 4 with copies of receipts/invoices of all expenses clearly showing the names and dates of the expenses, events, etc. must be presented.
- In case of travel expenses, boarding passes or tickets must be presented.

- ix. **Incentive for Entrepreneurs** – The principal co founder / entrepreneur who float Start-ups shall be eligible for a Sustenance Allowance of INR 20,000/- per month per Start-Up entity for a period of one year.

The following conditions must be met with in order to claim Sustenance Allowance:

- Startups should have a validated prototype or working model
- None of the entrepreneurs of the Start-Up entity shall have an alternate source of income.
- There has to be preferably at least one woman entrepreneur in the Start-Up entity, although absence of woman entrepreneur shall not absolutely bar the entity from enjoying the privilege.



- x. **One-Time Idea2POC Grant** –amounting to INR 5,00,000/-per Start-up entity for Start ups pursuing an innovative Idea to developing a new product/ service.

The following conditions must be met with in order to claim the Idea2POC Grant:

- a. The idea floated by the Start-Up entity must be recognised by the Nodal Agency to have the potentiality to yield a new product/ service that is technically feasible and economically viable.
- b. The grant should be utilized for R & D towards Proof of Concept or pilot launch / test marketing.

- xi. **Scale up Grant**–amounting to INR 50,00,000/-per Start-up entity for raw material purchase, marketing and other scaling up costs required for supporting the commercialization of products and services of the Start-up. The total amount of INR 50,00,000/- is inclusive of the one-time Idea2POC Grant.

The following conditions must be met with to claim the Idea2POC Grant:

- a. The idea floated by the Start-Up entity must be recognised by the Nodal Agency to have the potentiality to yield a new product/ service that is technically feasible and economically viable.
- b. The Start-Up should have accomplished the proof of concept or successful pilot / customer validation / early revenue
- c. Since the Scale Up Grant is inclusive of the Idea2POC Grant – if any Start-Up avails the one-time Idea2POC Grant, the maximum Scale-Up eligible is INR 45,00,000/- only.

#### Application Process for Availing Incentives by MASI Recognized Startups

1. Once a Startup has been recognized and issued a My Assam Startup ID (MASI) (Annexure 2), the startup can apply for the monetary benefits under Startup Assam Policy by filling a single standard form online (Annexure 3& 4).
2. The Nodal Agency will review the monetary applications of startups, undertake due diligence of the requisite documents (Annexure 3 & 4) and will recommend the application online within 2-4 weeks which will be forwarded to the Startup Council. The Nodal Agency may schedule a call or for a meeting with the entity if it deems necessary. Collated applications will be presented with recommendations to the Startup Council for consideration and final approval.
3. Funding decisions for Scale up Grant (Rs 50 lakhs) will be taken by a separate Investment Committee comprising Investors, Entrepreneurs, representative from Government, Academia / Incubator. Committee will be notified by Govt.
4. A strong monitoring system for post investment, would be notified by the Govt to ensure right utilization.
5. Disbursement of Scale up Grant should be in tranches based on achievement of pre-decided milestones
6. CA certified Utilization certificate need to be submitted and verified
7. Result will be published online and also emailed to the concerned Startup.
8. Once approved by the Startup Council, Startup will receive the monetary benefit(s) directly in the entity's bank account within 2-4 weeks.

#### Fund Release Guideline

1. Annual GST Reimbursement:
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).

- b. If approved, one-time payment may be made directly to eligible startup registered bank account on an annual basis.
2. Reimbursement of Stamp Duty/ Registration Fee/ conversion fee:
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
3. Digital Up gradation Subsidy
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
4. Lease Rental Reimbursement
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
5. Power Subsidy
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
6. Reimbursement of patent filing cost
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
7. One time incentive for hiring women, transgender and differently abled
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
8. Marketing and Promotion Assistance
  - a. Startup will have to submit details through the online form (Annexure 2, 3 & 4).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
9. Incentive for Entrepreneurs –
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, the payment of sustenance allowance may be made directly to eligible startup registered bank account on a monthly basis.
10. One-Time Idea2POC Grant:
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, one-time payment may be made directly to eligible startup registered bank account.
11. Scale-Up Grant:
  - a. Startup will have to submit details through the online form (Annexure 2 and Annexure 3).
  - b. If approved, payment may be made directly to eligible startup registered bank account.

## III - Incubator

### Definition

- 1) Incubator:** An organization designed to support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognized either by the Central or State Government.
- a. The incubator entity must be a registered entity falling under one of the following categories:
    - I. Society (under The Societies Registration Act,
    - II. Section 8 Company (under The Companies Act, 2013)
    - III. Private Limited Company (under The Companies Act, 2013)
    - IV. Public Company (under The Companies Act, 2013)
    - V. Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)
  - b. The incubator entity should facilitate at least 3 months of in person or virtual interactions between its Incentives and mentors when in operation.

If an entity doesn't fall in any of the above category, the Startup Council may at its discretion on case to case basis, after thorough evaluation, include them in the definition.

### Eligibility Criteria

1. Aspiring / Existing incubator established in a University / Educational Institute or a corporate/PSU will be eligible for a grant of Upto 75% of Project Cost. The Project Cost should include Capital and Operational Cost. -The Grant should be spread over a period of 3 years subject to submission of proper utilization certificate. Up to a maximum of INR 5.0 crore to set up / scale up an Incubator Facility

### Benefits to Incubators

Government of Assam shall provide financial assistance to institutes/organizations with maximum 75% of grant, subject to a maximum of INR 5 crore to encourage setting up of incubation centers by IT, Engineering colleges, Universities, Bio-technology park, educational institutions. towards cost of construction of building, equipment, connectivity etc.

2. Aspiring / Existing incubator should dedicate a minimum of 5,000 sq. feet of carpet area to the Incentives.

### Application Process for Availing Incentives to set up an Incubator

1. Existing / Aspiring incubator may apply by registering with Startup Assam initiative (Annexure 5).
2. A Sub Committee with help of Assam Startup team(formed on instruction of the Startup Council) will collate all applications, undertake due diligence of requisite documents and will present with its recommendation to the Startup Council for final consideration and approval.
3. Startup council will review the applications once in a month and will visit the site.
4. Result will be published online and emailed to the concerned Incubator.
5. Once approved, by the Startup Council, the incubator will receive the monetary benefit directly in their bank account.

### Fund Release Guideline

- a. Online Form for Incubators (Annexure 5) will be submitted to the Sub Committee for the monetary grant.
- b. The grant may be disbursed in a phased manner as per the budget plan submitted by the applicant and subsequently approved by the Sub Committee and Startup Council.

## IV– Assam Start Up/Incubation Centre

### Definition

1. **Assam Incubation Centre:-** To support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognized either by the Central or State Government.
2. Aims to nurture startup during their ideation stage. Providing affordable office space, shared offices and service, hand-on management training, mentoring, prototype creation, support and, often, access to some form of financing.
3. Nodal Agency :- AIIDC has been notified as Nodal Agency to look after day to day works of Assam Startup Hub.
4. Service Provider :- Government of Assam shall engage an Agency for running and operations of the incubator initially for a period of two years subject to extension based on periodic performance review.
5. Incentives:- An entrepreneur located within the premises of Assam Startup Hub recognized by screening committee and selection committee.
6. Selection Committee: - A Pool of experts (12-15). A mix of Local and National level. Investors, Established entrepreneurs, Government representatives, Assam Hub / IIMCIP, Mentors / Experts.

### Eligibility Criteria

Applicants must be adult Indian citizens, i.e. only those who have completed 18 years from date of notification

- i. Applicant must have an existing business in Assam or willing to set up a new business in Assam, thereby contributing to economic development Assam.
- ii. Having at least a Minimum Viable Product (MVP) with Proof of Concept (POC)
- iii. Should ideally have demonstrated some traction from customers
- iv. Preference will be given to those with a full-time core team
- v. The plan / venture should not belong to following industries- alcohol, tobacco, gambling, firearms and explosives.
- vi. The business should not be an expansion or extension of an existing business (including Family business)

### Benefits to Incentives

Government of Assam shall provide following facilities in Assam Startup hub at free of cost for a period of six month.

- I. Office Working space: up to 8 people team
- II. Internet connection
- III. Video Conference
- IV. Intercom connection
- V. Standard Furniture
- VI. Uninterrupted Power supply

- VII. Printer
- VIII. Photocopier
- IX. Scanner
- X. Meeting/Conference room with projection equipment
- XI. Pantry facilities
- XII. Common secretarial pool/staff (depending on availability of such staff with Assam Incubation Centre)

Apart from physical infrastructure as stated above, Assam Startup Hub will provide access to the following:

- I. Pool of mentors, experts in technology, legal, financial and related matters, with or without consideration,
- II. Organizing events to help companies in networking and showcasing their technologies,
- III. Meetings with visitors businessman.
- IV. Government owned or empanelled start-up related infrastructure in Assam (such as biotech labs, design labs, testing labs, research parks, co-working spaces, incubators, accelerators, etc.)

Application Process for Availing the facility:-

- I. State level Call for Applications (online)
- II. Outreach events and Social media to promote
- III. Multiple Screening rounds
- IV. Final pitch to Selection Committee
- V. Primary Due Diligence
- VI. Selection of cohort in 60-75 days

## VI- Agency

### Definition

- 1) **Expert Agency:** Expert Agency shall mean reputed institutions / organization/Academia as approved by the Startup Council as Expert Agencies for evaluating applications for Monetary benefits by Startups for all categories.

### Introduction

To avail the benefits announced in the Startup Assam initiative, an entity would be required to have a My Assam Startup ID (MASI) to be recognized as a Startup. To this effect, the entity would be required to apply online along with a note on innovation. All such registering entities applications will be carefully reviewed by an expert committee hosted under the Expert Agency.

### Objective

To review applications for MASI (My Assam Startup ID) Startup recognition and to review the merit of the Startups' applications for monetary benefits.

### Selection of the Expert Agency

Expert Agency selection will be on an invite basis only. The selected Nodal Institute will have to fill up simple details (Annexure 6).

- 2) **Nodal Agency:** Nodal Agency has been notified by Govt of Assam (Assam Industrial Infrastructure Development Corporation - AIIDC) to look after and maintain the works of Assam Startup Hub and will be the disbursing agency for release of fund under Assam Startup Policy.

### Introduction

To look after and maintain the Assam Startup Hub and to disburse the fund under Assam Startup Policy.

### Objective

To preliminary review of applications for MASI (My Assam Startup ID) applications and forward to Sub-committee for issue of MASI

## VII -- Terms & Conditions

- a. The incubator will be required to put in place the requisite physical infrastructure (shared/specific) such as laboratory and workshop facilities, utilities, support services, pre-incubation services, networking, mentoring and other facilities within a period of six months from the date of release of funds for capital and operational expenditure
- b. The incubator would also put in place a dedicated full time Chief Executive Officer (CEO) with desired domain and management expertise and other core team/supporting staff for its successful operations within six months from the date of release of funds. The applicant will have full freedom to decide the composition, recruitment and compensation of the CEO as well as the management team of the incubator.
- c. The incubator should develop appropriate linkages with other parties to ensure its success.
- d. The incubator would evolve a transparent system for selection of Incentives. The Incentives would be admitted subject to fulfilling the admission criteria and the incubator would enter into an appropriate agreement with the Incentives.
- e. Each incubator would be required to have a website of its own, which should be updated on a continuous basis.
- f. The grantee is required to send online i) progress report; ii) audited statement of accounts and Balance Sheets to the Sub Committee at the end of each financial year as well as at the time of seeking further installments of the grant, if any. However, companies and individuals would be required to submit a yearly expenditure statement for the full amount (including their own contribution) to ensure that matching funding is released.
- g. The budget plan should consider all the expenses and tax liabilities and cost of insurance specified in the work order, levies and other impositions applicable under the prevailing law.
- h. The incubator will be reviewed bi-yearly based on a comparison of the proposed budget plan vs the actual expenditure and physical performance. The release of grants after the first year and each subsequent year will be based on satisfactory performance.
- i. Concerned officers of the Startup Council or its authorized representatives may visit the organization periodically for ascertaining the progress of work and resolving any difficulties that might be encountered during implementation.
- j. The Startup Council reserves the right to terminate support to the incubator at any stage, if it is convinced that the grant is not being utilized properly or that appropriate work is not being made.
- k. All the assets acquired or created from the grant should not be disposed-off or encumbered or utilized for purpose other than those for which the grant has been sanctioned without the prior permission of the Startup Council.
- l. The grantee must not entrust the implementation of the work for which the grant is being sanctioned to another institution and divert the grant receipts as assistance to the latter institution.
- m. In case any information provided is found to be false, the Startup / Incubator registration will stand canceled and they will have to repay the assistance already released within six months else strict action will be initiated as per government rules and guidelines for recovery.

## VIII - Annexure – Definitions & Forms

### Annexure - 1 - Definitions

- 1) **Entity:** Private Limited Company (as per the Companies Act 2013), a Registered Partnership Firm (under the Partnership Act, 1932) or Limited Liability Partnership (under the Limited Liability Partnership Act, 2008) or One Person Company (as per the Companies Act 2013).
- 2) **Startup:** Startup is an entity involved in crafting repeatable and scalable product or service making a positive impact in the society, where the solution is not obvious and success is not guaranteed.

An entity will be considered as Startup under Assam Startup Policy if following conditions are met:

- a. The date of incorporation / registration is not prior to seven years; In case an entity is engaged in the biotech sector the date of incorporation/ registration should not be prior to ten years.
  - b. Annual turnover not exceeding INR 25 crore, for any preceding financial year;
  - c. Such entity is working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property and makes it scalable for achieving commercial success;
  - d. Incorporated in Assam or employs atleast 50 percent of its total qualified workforce in Assam, which shall not include contract employees;
  - e. Such entity is not an extension of an existing family business; or formed by splitting up or by reconstruction of a business already in existence.
- 3) **Innovation:** “The process of translating an idea or invention into a good or service that creates value for which customers will pay, or to better existing processes or services driven by technology or intellectual property. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources.”
  - 4) **Incubator:** An organization designed to support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognized either by the Central or State Government.
    - a. The incubator entity must be a registered entity falling under one of the following categories:
      - VI. Society (under The Societies Registration Act,
      - VII. Section 8 Company (under The Companies Act, 2013)
      - VIII. Private Limited Company (under The Companies Act, 2013)
      - IX. Public Company (under The Companies Act, 2013)
      - X. Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)
    - b. The incubator entity should facilitate at least 3 months of in person or virtual interactions between its Incentives and mentors when in operation.
  - 5) **Assam Incubation Centre:-** To support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognized either by the Central or State Government.
  - 6) **Expert Agency:** Expert Agency shall mean reputed institutions / organization as approved by the Startup Council as Expert Agencies for evaluating applications for Monetary benefits by Startups for all categories.
  - 7) **Nodal Agency:** Nodal Agency notified by Govt of Assam (AIIDC) to look after the works of Assam Startup Hub and for disbursement of fund under Assam Startup Policy.



- 8) **Marketing expense:** Expense of the following nature shall be considered as marketing expense:
  - a. Media purchase to promote startup product / service across digital, print, TV, radio and Out of Home media.
  - b. Expense for media development such as creative, jingles, brochures, etc. as may be required.
  - c. Cost for setting up stall or counter at a business relevant exhibition in India or abroad. The cost shall include economy class travel / AC three tier and three star stay for the duration of the event for two individuals working with the company for at least three months.
- 9) **University:** University means a University established or incorporated by or under a Central Act or a State Act, and includes any such institution as may be recognized by University Grant Commission.

## Annexure – 2 – My Assam Startup Id (MASI) Recognition Form

Sl. No.	Fields	
1	<b>Startup Entity Details</b>	
	Entity Name	
	Website URL	
	Focus Area - Product / Service	As per drop down menu
	Sector	As per drop down menu
	Incorporation Structure	Tick any one
	- Private Limited	
	- Limited Liability Company	
	- Registered Partnership	
	- One Person Company (OPC)	
	Entity Address	
	Director / Promoter's Name	
	Director / Promoter's Mobile Number	
	Director / Promoter's Email Id	
Incorporation Number as per MCA21	MCA -API will be provided for automatic check	
Date of Incorporation		
Are you part of an Incubator? If yes, then mention the name of the incubator.		
Total number of employees at present		
[2]	<b>Self Declaration – Tick if true</b>	
	Self-Declaration - The applicant's entity revenue is below 25Cr per annum*	Tick if true
	Self-Declaration - The applicant's entity has not been formed by demerger or reconstitution of an already existing business*	Tick if true
	Self-Declaration - The applicant's entity is not a subsidiary company, wherein the parent company is not a startup itself	Tick if true
	Self-Declaration - The applicant is not a merged entity wherein the combined entity is not a startup	Tick if true
	Self-Declaration - The applicant is not a franchisee of an existing business	Tick if true
	If not registered in Assam, % of the local employment	Mention %
3	<b>Innovation Proof – Tick the one attached</b>	
	DIPP Startup India recognition certificate	
	Patent filed and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted	
	Sanction / Assurance Letter of funding / Grant to the entity by Government of India or any State Government as part of any specified scheme to promote innovation	
	Letter of funding by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business.	
	None of the above	
4	<b>Diligence of Startup - Attach the following documents as proof</b>	
	Signed Shareholder Agreement and covering letter duly certified by a registered Chartered Accountant/statutory auditor authorizing the funding.	
	Enclose copies of Annual Report, Balance Sheets and Profit and Loss	

	Accounts duly certified by a registered Chartered Accountant/statutory auditor.	
	Workforce Proof: Employee State Insurance (ESI) and Provident Fund (PF) challan for the startup highlighting the workforce duly certified by a registered Chartered Accountant/statutory auditor. In case of a new startup (where ESI / PF is not applicable), Enclose a workforce detail in a Letter from the date of incorporation to till date duly certified by a registered CA/ Statutory Auditor.	
	Patent certificate.	
	Sanction / Assurance Letter of funding / grant by Government of India or any State Government.	
	In case of none of the above a note on Innovativeness (not more than 2 MB size to be attached)	
5	<b>k Details</b>	
	Bank Name	
	Account Name	
	Account Number	
	IFSC Code of the Bank	

## Annexure – 3 – Application for Monetary Benefit by MASI recognized Startups

No.	Fields				
1	Entity Name				
2	Startup's My Assam Startup Id (MASI)				
3	Entity's Email Id				
4	Incentive applied for	Tick the ones currently applying for	Amount being claimed (in INR)	Tick the ones you have previously applied for	Total amount previously claimed till date
	i. Annual GST Reimbursement				
	ii. Reimbursement of Stamp Duty/ Registration Fee/ conversion fee:				
	ii. Digital upgradation subsidy				
	v. Lease Rental Reimbursement				
	v. Power Subsidy				
	vi. Re-imbursements on patent filing cost				
	ii. One time incentive for hiring women, transgenders and differently abled				
	ii. Marketing and Promotion Assistance				
	x. Sustenance Allowance for Entrepreneurs				
x. One-Time Idea2POC Grant					

	xi. Scale-Up Grant				
6	Total amount claimed in INR				
7	Annual SGST Reimbursement				
	Annual Turnover in the previous financial year				
	Total amount paid as SGST in the last financial year				
	Enclose copy of proof of taxes paid issued by competent authority	Attach			
8	Reimbursement of Stamp Duty/ Registration Fee/ conversion fee				
	Eligibility declaration				
	a. Sale/lease-deed took place after the notification of the Startup Assam Policy (17 <sup>th</sup> October, 2017)				
	b. The lease deed is in the name of the startup or one of its directors				
	c. Land/built up office space for establishing a facility will be for the use of the startup				
	Due Diligence Documents to be attached				
	a. Copy of the Sale/Lease/Purchase Deed				
	b. Receipts/Challan paid on the amount of Registration Fee, Stamp Duty & Transfer of Property Duty to the Sub-Registrar, Registration Dept				
	c. Any other supporting documents.				
	d. Self Declaration—I/We assure that we will use land/built up space only for the purposes of the startup's business needs for a minimum of 3 years from the date of application for this incentive.	Yes / No			
9	Digital upgradation subsidy				
	a. Copy of Itemized bill(s) as a proof of purchase	Attach			
	b. Purchase date(s) is after the notification of the Startup Assam Policy (17 <sup>th</sup> October'2017)	Yes/No			
	c. Explaining the use of purchased items (self-attested)	Text field			
	d. I/We assure that the purchased items will not be resold for a minimum period of 1 year from date of purchase	Yes/No			
10	Lease Rental Reimbursement				
	a. Copy of Form 26AS (Income Tax) of at least 5 employees confirming the no. of the employees (at least 5)				
	b. Name and location of leased/rented premises				
	c. Extent of built up space taken (sq. ft.)				
	d. Total lease rental per annum				
	e. Copy of receipts/invoices of payment made to the Landlord or bank statements confirming the payment of rent				
11	Power Subsidy				
	a. Copy of electricity bill with date of bill, name of startup,				

	address of startup, name of director /amount paid highlighted	
	b. Proof of payment of electricity bill	
	c. Self Declaration – I/We do not operate out of any shared space that charges me/us a single cost for lease of space which includes charges for power / electricity.	True / False
12	Re-imburement on patent filing cost	
	a. Copy of Application Filing Report (AFR), Form 1, Form 5, Form 18, any other invoice receipts.	Attach
	b. Copy of Patent Certificate	Attach
13	One time hiring assistance to hire women, transgenders or differently abled individuals	
	a. Copy of Form 26AS (Income Tax) of at least 5 employees confirming the no. of the employees (at least 5)	Attach
	b. Number of employees for which hiring assistance is being applied for	
	c. List of employees with date of commencement of operations	Attach
	d. Copy of Aadhar card/Passport/Voter ID/ any other competent authority office confirming the gender of the employee	Attach
e. None of the employee(s) is/are a founder/director of the company (Self-declaration)	True/False	
14	Marketing and Promotion Assistance	
	a. Detailed statement of expenditure with copies of receipts/invoices of all expenses clearly showing the names of event, date of event, date of expenditure and amount of expenditure. In case of expenses like stall rental, travel, etc. include pictures, boarding pass, etc. for verification.	Attach form from Annexure 4 with verification proof.
15	Sustenance Allowance for Entrepreneurs	
	a. Detailed Statement of Composite Income of the families of all partners of the Start-Up	
16	One Time Idea2POC Grant	
	a. Detailed Statement of the Idea and the Product/ Service proposed to be conceived.	
17	Scale-Up Grant	
	a. Proof of Concept of the Product/ Service b. Detailed statement of expenditure with copies of receipts/invoices of all expenses	

#### Annexure – 4 –Marketing and Promotion Assistance form

#	Media Type	Publisher	Duration / Time Frame	Amount	Objective	emarks
1						
2						
3						
4						
5						
6						

7							
8							
<b>Total</b>							
#	Exhibition Name	Location	Stall Requirement	Dates	Amount	Objective	Remarks
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
<b>Total</b>							
#	Name of Traveler	Designation					
1							
2							

- 1) **Media Type:** Digital, Print, TV, Radio, Out of Home, Others (please mention)
- 2) **Duration / Time Frame:** e.g. number of days, etc.
- 3) **Amount:** Total amount for that media type.
- 4) **Objective:**
- 5) **Exhibition Name:** Name of the conference / exhibition / seminar.
- 6) **Location:** City & Country
- 7) **Stall requirement:** Yes / No
- 8) **Dates:** Duration of the event
- 9) **Traveler Details**

#### Annexure – 5 – Incubator Application Form for Monetary Grant

Sr. No.	Fields	
1	Name of the Incubator	
2	Name of the University/Organization in which Incubator is situated	
2	Website URL	
3	Existing / Aspiring	one
4	Sector	
5	Incorporation Structure - Society (under The Societies Registration Act, 1860) - Section 8 Company (under The Companies Act, 2013) - Private Limited Company (under The Companies Act, 2013) - Public Company (under The Companies Act, 2013) - Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)	
6	Entity Address	
7	Email ID	
8	Phone Number	
9	Contact Person Name	

10	Designation			
11	Mobile			
12	Email Id			
13	Incorporation Number			
14	Incorporation Date			
15	Floor Area (In sq. ft.)			
16	Laboratory /workshop facilities			
17	Internet (Internet speed, Wi-Fi, etc.)			
18	Total Manpower for Operations & Management			
19	Details of the Govt. / Corporate sponsored incubation programs, if any?	Sponsoring Agency	Name of the scheme / programs	ievements
20	Incentives Graduated			
21	Amount being sought			
22	If aspiring incubator, please attach a concept note covering:			
	Proposed Budget Plan			
	Detailed Business Plan			
	Location and Floor Plan (in sq. feet)			
	Registration Certificate of the applicant			
	Memorandum of Association of the applicant			
	Audited Statement of Accounts for the last three years			
	Annual Reports for the last three years			
	Names of the Industries or Individuals that would be associated with the incubator along with their letter of intent.			
	CV/ Resume of Full-time Managing Team (Board, CEO and other officials)			
	Registration Certificate of the incubator			
	Proof of availability of 5,000 sq. feet built up space along with sale/lease deed in favor of the incubator			
	List of key mentors providing the designation, qualification etc.			
	List of successful startups along with supporting documents, if any.			
	Bank Name			
	Account Name			
	Account Number			
	IFSC Code			

## Annexure-6 – Form for Incubates

1. Business Name/Team Name	
2. Country (drop down menu)	
3. State (drop down menu)	
4. City/Town	
5. Contact Person's name, contact number & Email Id	
6. Team details (refer to the SF form) with the following fields - Name, role, qualification, Full Time/Part Time, email id and contact number	
7. Website: (if any)	

8. Sectors (drop down menu with the following: Agriculture, Food & Dairy; Healthcare; Education; Housing; Technology & Development; Handicrafts; Water & Sanitation; Microfinance/Financial Inclusion; Energy; Others) as per Anex. 8	
9. Business Model (drop down menu - For Profit; Not for Profit; Hybrid)	
10. What need are you addressing? How big is the need?	
11. Describe your Solution (with Key functions) and how it addresses the need	
12. Who are your target customers and why they would use your product?	
13. Explain how the business will earn revenue and how much revenue are you expecting?	
14. Explain the innovative /Novelty/Unique features of your idea/solution. How is your solution different from the existing/competitors product/substitutes?	
15. What is the Social Impact that your venture can generate?	
16. What is the current status of the business. If already launched, describe your achievements so far.	
17. How did you hear about us? - Drop down Email; social media; individuals; others.	

## Annexure-7 – Form for Expert Agency

Sr. No.	Fields
1	Nodal Institute Name
2	Website URL
3	Sector
4	Incorporation Structure
5	Entity Address
6	Director / Promoter Name
7	Director / Promoter Mobile
8	Director / Promoter Email Id
9	Incorporation Number
10	Incorporation Date
11	Expert Committee Details (Multiple Entries)
12	Name
13	Designation
14	Experience
15	Focus Area
16	Bank Name
17	Account Name
18	Account Number
19	IFSC Code
20	Review – Internal Expert or External Expert
21	Name of the External Expert
22	Mobile Number
23	Email ID
24	Sector Focus of the External Expert



## Annexure - 8 – List of Sectors

No.	INDUSTRY	TORS
1	Advertising	AdTech
		Online Classified
2	Aeronautics/Aerospace & Defence	Drones
3	Agriculture	Dairy Farming
		Organic Agriculture
		Agri-Tech
		Food Processing
4	AI	Machine Learning
		NLP
5	Analytics	Business Intelligence
		Big Data
		Data Science
6	Animation	n/a
	AR/VR (Augmented + Virtual Reality)	n/a
	Architecture/Interior Design	n/a
7	Art & Photography	Handicraft
		Art
		Photography
8	Automotive	Auto & Truck Manufacturers
		Auto, Truck & Motorcycle Parts
		Tires & Rubber Products
9	Chemicals	Commodity Chemicals
		Agricultural Chemicals
		Specialty Chemicals
		Diversified Chemicals
10	Telecommunication & Networking	Wireless
		Integrated communication services
		Network Technology Solutions
11	Computer Vision	n/a
12	Construction	New-age Construction Technologies
		Construction Materials
		Construction & Engineering
		Construction Supplies & Fixtures
		Homebuilding
13	Dating/Matrimonial	n/a
14	Design	Web Design
		Industrial Design
15	Education	E-learning
		Education Technology
		Skill development
		Coaching
16	Non- Renewable Energy	Oil & Gas Exploration and Production
		Oil & Gas Drilling
		Oil Related Services and Equipment
		Oil & Gas Transportation Services
17	Renewable Energy	Renewable Solar Energy
		Renewable Wind Energy
		Renewable Nuclear Energy

No.	INDUSTRY	TORS
		Renewable Energy Solutions
18	Green Technology	Waste Management
		Clean Tech
19	Enterprise Software	Cloud
		ERP
		CXM
		SCM
		Customer Support
		Collaboration
		Location Based
		Enterprise Mobility
20	Events	Weddings
		Event Management
21	Fashion	Fashion Technology
		Lifestyle
		Apparel
		Fan Merchandise
		Jewelry
22	Finance Technology	Crowdfunding
		Mobile wallets/ Payments
		Point of Sales
		Payment platforms
		Trading
		Billing and Invoicing
		Personal Finance
		Insurance
		Advisory
		Business finance
		P2P Lending
		Bitcoin and Blockchain
		Microfinance
		Foreign exchange
		Accounting
23	Food & Beverages	Restaurants
		Food Processing
		Microbrewery
24	Technology Hardware	Embedded
		Semiconductor
		Electronics
		3d printing
25	Healthcare & Lifesciences	Medical Devices/Biomedical
		Health & Wellness
		Pharmaceutical
		Biotechnology
		Healthcare Services
		Healthcare IT
26	Human Resources	Recruitment/Jobs
		Training
		Skills Assessment
		Talent Management
		Internships

No.	INDUSTRY	TORS
27	Internet of Things	Smart Home
		Manufacturing & Warehouse
		Wearables
28	IT Services	IT Consulting
		BPO
		KPO
		Web Development
		Product development
		Application Development
		Testing
		IT Management
		Project Management
29	Marketing	Loyalty
		Branding
		Digital Marketing (SEO/Automation)
		Discovery
		Sales
		Market Research
30	Media & Entertainment	Digital Media News
		Digital Media Video
		Digital Media Blogging
		Digital Media Publishing
		Digital Media
		Movies
		OOH Media
		Social Media
		Entertainment
31	Nanotechnology	n/a
32	Pets & Animals	n/a
33	Professional & Commercial Services	Environmental Services & Equipment
		Commercial Printing Services
		Employment Services
		Business Support Services
		Professional Information Services
		Business Support Supplies
34	Real Estate	Housing
		Coworking Spaces
35	Retail	Retail Technology
		Social Commerce
		Comparison Shopping
36	Other Specialty Retailers	Auto Vehicles, Parts & Service Retailers
		Home Improvement Products & Services Retailers
		Home Furnishings Retailers
		Computer & Electronics Retailers
37	Robotics	Robotics Technology
		Robotics Application
38	Safety	Personal Security
39	Security Solutions	Cyber Security
		Home Security solutions
40	House-Hold Services	Personal Care
		Laundry

No.	INDUSTRY	TORS
		Baby Care
		Home Care
41	Social Impact	NGO
		Corporate Social Responsibility
42	Social Network	n/a
43	Sports	Fantasy Sports
		Leather Textiles Goods
		Non- Leather Textiles Goods
44	Textiles & Apparel	Apparel & Accessories
		Leather Footwear
		Non- Leather Footwear
		Freight & Logistics Services
45	Transportation & Storage	Passenger Transportation Services
		Transport Infrastructure
		Holiday Rentals
		Hotel
46	Travel & Tourism	Experiential Travel
		Ticketing
		Hospitality
		Facility Management
47	Others	n/a