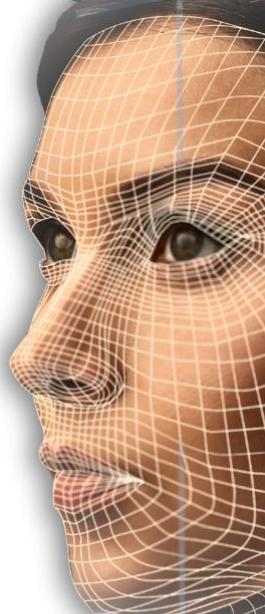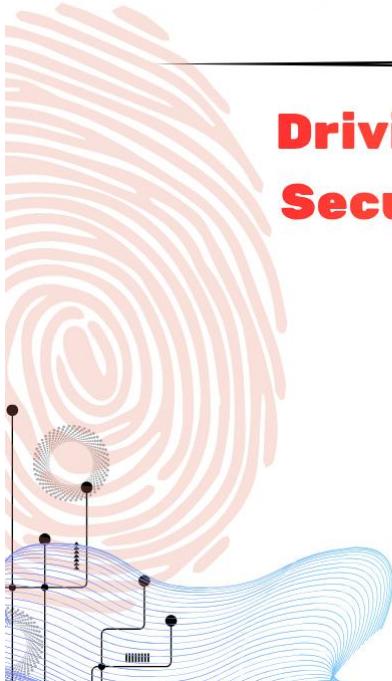*Particpate in*

SITAA ID Tech Programme

Driving innovations
Securing identities

TO KNOW MORE

SITAA: Scheme for Innovation and Technology Association with Aadhaar:

1. About:

Aadhaar serves as the foundation of India's Digital Public Infrastructure (DPI), positioning the country as a global leader in national digital identity systems. To drive open innovation and relevant use case development in digital identity, India must embrace private participation and foster an ID innovation ecosystem aligning with Atmanirbhar Bharat initiatives. UIDAI intends to explore new-age technologies and leverage India's thriving startup and research community to pioneer cutting-edge solutions in digital identity. This ecosystem shall bring together key stakeholders—startups, academia, and industry players—while equipping them with infrastructure, guidance, and resources to strengthen India's digital identity landscape. To institutionalize this innovation drive, the **Scheme for Innovation and Technology Association with Aadhaar (SITAA)** is being launched. SITAA will support the Indian tech ecosystem in developing next generation digital identity solutions. It will act as a catalyst for collaboration, enabling the innovation ecosystem to build scalable, secure, and globally benchmarked solutions in the digital identity domain.

2. Mission

"To strengthen India's digital identity ecosystem by fostering innovation and promoting indigenization in identity technologies." This scheme constitutes a targeted initiative aimed at advancing the frontier of digital identity through the development of secure, scalable digital ID solutions and Aadhaar-enabled use cases across sectors. By supporting innovation within the digital identity domain, the scheme seeks to catalyze socio-economic empowerment, enhance ease of living, and ensure inclusive and seamless access to public and private services for all citizens

3. Objective:

The objectives of SITAA are to:

i. Foster open innovation and entrepreneurship within India's digital identity
ii. Achieve self-reliance and promote indigenization in the specialized domain of ID tech
iii. Leverage innovations to strengthen and enhance the Aadhaar ecosystem and service delivery to the residents

4. Overview:

SITAA is a strategic initiative by UIDAI to strengthen India's digital identity ecosystem by fostering innovation, promoting indigenization, and enabling collaborative development in the identity technology domain.

   i.   The scheme is targeted at:
   - Startups working on digital identity technologies
   - Academic institutions conducting research in digital identity
   - Private firms, MSMEs, and technology providers offering mature identity solutions
   - Government and industry partners interested in co-developing or co-funding Aadhaar-related technology

   ii. Through collaboration with startups, academia, industry, and government bodies, SITAA shall support the development, testing, and potential integration of digital identity solutions.
   iii. SITAA's implementation shall be enabled through two key partnership models: strategic partnerships with innovation bodies and government agencies to drive policy alignment and outreach, and thematic partnerships with incubators and domain experts to support targeted solution development and startup acceleration.
   iv. The scheme offers multiple support mechanisms, i.e., funded, co-created, and non-funded, that are pathways to engage diverse stakeholders in advancing secure, scalable, and inclusive digital identity technologies that align with national objectives of self-reliance and digital empowerment

5. Engagement with AIPs (Accelerator/Incubator Partners)

Under SITAA, Accelerator/Incubator Partners (AIPs) serve as core thematic enablers responsible for managing the incubation, acceleration, and commercialization readiness of startups selected under the scheme. AIPs are selected based on their sectoral expertise, operational capacity, network strength, and past performance in startup support.

SELECTION CRITERIA

Parameters	Startup scaling parameters	Evaluation of Accelerator capabilities	Infrastructure and support system for startups	Team strength and expertise	Incubator/ Accelerator Network
Description	No. of startups accelerated	No. of acceleration cohorts completed	Availability of co-working space & labs for startups	Prominent names among board members, advisors, and leadership team.	No. of investor partners
	No. of Startups raised funding	Execution of programs with other ministries	No. of demo days conducted	Accelerator team size	No. of Corporate partners
	No. of startups raised funding facilitated by accelerator	Successful execution of corporate programs	No. of corporate programs completed	Accelerator team experience	No. of Service partners
	Total amount of funding raised by startups	No of purchase orders facilitated for startups	No. of international expansion programs completed	Capability of accelerator team to provide shared services to startups (HR, Admin, Legal etc.)	
	Startup success stories				
Weightage	**30%**	**25%**	**20%**	**15%**	**10%**

5.1 Selection and Onboarding of AIPs

SITAA Strategic Partners shall identify and nominate AIPs based on programmatic needs and the domain expertise of AIPs registered with them. The selection process may include:

- Nomination of AIPs by Strategic Partners, aligned with the thematic and technical requirements of the SITAA program
- Evaluation of nominated AIPs based on demonstrated expertise in digital identity and deep technologies
- Assessment of institutional infrastructure and capabilities in incubation, mentoring, and product testing
- Consideration of the AIP's track record in managing government-affiliated or high-impact startup cohorts

Following the selection, a Memorandum of Understanding (MoU) or an equivalent agreement shall be executed between the Strategic Partner and the nominated AIP, clearly defining the roles, responsibilities, and expected deliverables.

5.2 Core Services and Deliverables

AIPs are expected to design and execute customized acceleration programs tailored to UIDAI's problem statements and each startup's technology maturity (as per TRLs). AIPs shall provide the following services:

Product-Market Fit and Tech Readiness	• Help startups align their solution with Aadhaar problem statements • Facilitate required integrations, UIDAI use-case validation, and user testing • Support progression across various TRLs and defined milestones
Mentoring and Capacity Building	• Provide structured mentorship via industry experts. • Offer domain-specific sessions on authentication, biometrics, consent management, security, deeptech etc. • Arrange peer learning and inter-cohort knowledge exchanges

Legal and Compliance Support	• Assist startups with incorporation, IP protection, and regulatory compliance • Provide guidance on Aadhaar data security obligations
Funding and Investment Enablement	• Provide investment-readiness mentoring, including guidance on pitch decks, business models, financial planning, and go-to-market strategy • Assist startups in preparing and submitting required documentation (e.g., milestone reports, demo evidence) for timely disbursement of SITAA grants • Organize curated investor meets to connect SITAA startups with venture capitalists, impact investors, and public sector funds. • Offer guidance on term sheets, equity dilution, IP ownership considerations, and aligning investment terms with Aadhaar ecosystem compliance
Coordination and management of Demo days	• Create a demo calendar in consultation with UIDAI, aligning with TRL milestones across the cohort • Provide technical coaching and feedback to ensure demo clarity and compliance • Consolidate feedback, assign TRL progression scores (where applicable), and share results with the startup Submit a formal Demo Outcome Report to UIDAI, indicating: • TRL status validation o Whether milestone funding is recommended • Any rework or follow-up actions required

Feedback Loops and Evaluation	• Facilitate solution demonstration to UIDAI for milestone review • Collect and share evaluation data, feedback, and improvement plans • Monitor and report on TRL progression and program health

6. Funding to AIPs

The funding to AIPs shall be disbursed in structured stages, linked to the progress and graduation of the startups assigned to them. Each stage corresponds to a specific milestone in the startup's development journey. The table below outlines the funding stages, associated responsibilities of the AIP, and the corresponding disbursement:

S.No	Step	Details	AIP Responsibility	Funding to AIP
1	Assignment of a Startup	Upon selection under SITAA, a startup is assigned to an AIP for incubation or acceleration.	Support the startup in drafting and refining the Project Design Document (PDD); assist in the preparation of a Proof of Concept (PoC) post approval of the PDD.	20% of the total AIP fee is disbursed upon assignment of the startup.
2	Proof of Concept Demonstration – TRL 3	The startup presents a functional PoC, which is jointly validated by UIDAI and the AIP.	Facilitate technical review and validation of the Prototype	20% of the AIP fee is disbursed upon successful PoC validation.
3	Beta Testing – TRL 6	The startup develops and tests a Minimum Viable Product (MVP), completing	Guide the startup in MVP development and support beta testing efforts.	30% of the AIP fee is disbursed upon completion of beta testing

		key integrations.		
4	Pre-commercial Compliance – TRL 8	The solution attains TRL 8, with compliance to standards such as ISO/IEC 9126 (where applicable), and is certified by UIDAI as ready for market or procurement.	Assist the startup with go to-market planning, investor linkages, and product pitching.	30% of the AIP fee is disbursed upon UIDAI certification.

7. Reporting Requirements

Each AIP shall maintain near real-time data on cohort/s and submit structured reports to UIDAI at pre defined intervals. These reports must include:

 a. TRL status and performance metrics for each startup
 b. Utilization and disbursement updates on startup grants
 c. Progress on mentoring, infrastructure use, and testing
 d. Risk reports, including attrition or non-performing startups

UIDAI may standardize formats and require real-time data submission through a digital dashboard or SITAA portal

8. Performance Monitoring of AIPs

Accelerator/Incubator Partners (AIPs) shall be subject to performance monitoring based on service delivery and cohort outcomes.

Indicative AIP performance indicators:

 a. Timely execution of cohort programs and startup onboarding
 b. Quality of mentoring, legal assistance, and infrastructure provided
 c. Number and success rate of TRL transitions within cohorts
 d. Fund disbursement support and audit reports
 e. Feedback from startups and UIDAI reviewers

UIDAI may conduct periodic audits, site visits, or third-party evaluations. Non-compliance or underperformance may lead to AIP's disqualification from further engagement.

9. MSH Financial Support

a. The total budget for the support by MSH to run the Pilot module will be Rs. 40 lakhs+Taxes.
b. The estimated budget for AIPs considering the six startups participating in Pilot, is Rs.42 Lakhs+Taxes.
c. Payment to MSH will be released in two tranches: ₹20 Lakhs as an initial instalment, followed by ₹20 Lakhs after six months upon satisfactory delivery of services.
d. Payments to AIPs shall be released as per the defined timelines and upon successful completion of the respective stages by the startups, as detailed in the table below. The payment for AIP is fixed as Rs.10 Lakhs per startup. The table below indicates that six startups shall be onboarded for the Pilot Program, of which only two are expected to progress to TRL-8 stage.

10.

Activities	Timelines (Indicative)
Call of Applications for AIPs	27th Nov – 3RD December
Screening of AIP's	3rd December - 5th December
Committee Evaluation Meeting	5th December – 8th December
Results of AIP's	8TH December 2025 - 9th December 2025