



HOW TO

# CREATE A PROGRAM

STEP-WISE PROGRAM GUIDE  
FOR HOSTS | VERSION 2.0

# What is a Program?

Startups and entrepreneurs can participate in programs such as challenges and hackathons hosted on the Startup India Portal and can get a chance to win cash prizes, incubation, funding, or other kinds of essential support. They can also take advantage of educational workshops and sessions hosted on our platform.

Corporates, Incubators, Accelerators, Government Departments and other stakeholders can host a program in order to discover innovative solutions to their business problems or explore potential startups to partner with.

# Who can be a Host?

You can register as a Host if you have the following profile type:

- **Mentor,**
- **Investor,**
- **Incubator,**
- **Accelerator & Corporate,**
- **Government Body.**

# Program Creation: Overview

*\*Publishing of profiles takes approx. 48 hours as the Startup Team verifies your profile to make sure that it fits the role of an Ecosystem Host*



Create your **Host Profile**



Wait till it is published\*  
(Which doesn't take long!)



Go to your **Dashboard** once published



Select '**My Programs**' to create your  
very own application for startups



Set your own **Parameters** for evaluating  
the **Startup Applications**



Create you own customized  
**Application Form**



Manage applications through your Program  
Dashboard once it is live and **Declare Results**  
**directly on Startup India!**

# Program Creation

## Additional Information



Enabling bodies registered on the Hub can create their very own **Program**, **Workshop** or a **Challenge** along with the access to **manage all applications** they receive from startups and others during its course

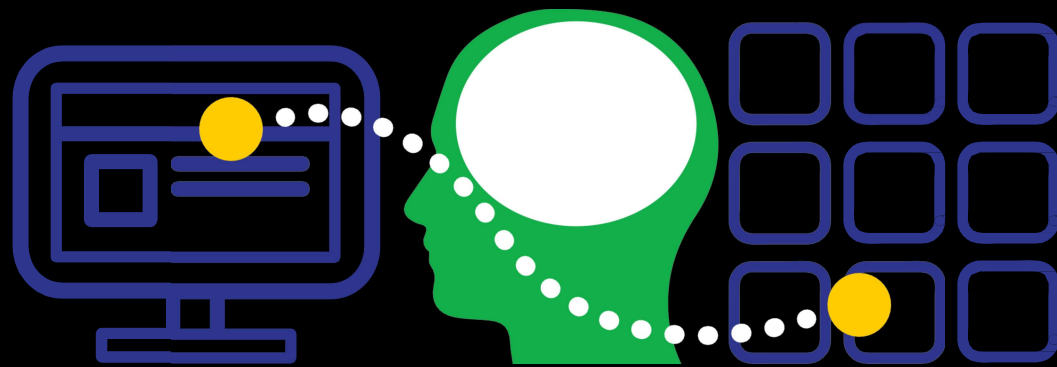


With the functionality of **Accepting**, **Rejecting**, **Scoring applications**, and marking an application as **Incomplete**, the System is an easy to use mechanism and an effective way to reach out to a huge entrepreneurial ecosystem



You can select which industries, service type, stage or stakeholder you are catering to in the application

# MAKE YOUR PROGRAM LIVE



**300+** Programs & Challenges Hosted

**26K+** Applications Received

startupindia

# 1. Create your Host profile



Creating a profile simply requires you to visit **[www.startupindia.gov.in](http://www.startupindia.gov.in)** & click on **Register!**



Once your email address is verified by an OTP, you will be taken to a 'Persona Creation' page to create your account

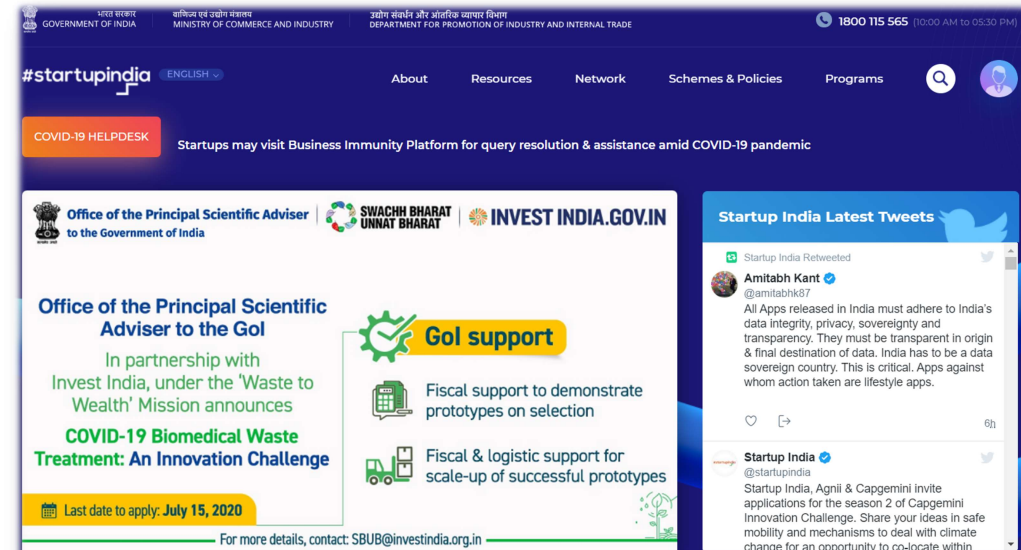


Make sure to select your profile type as 'Host'. Only hosts have the option to create a program



**Reminder:** you can create a Host profile only if you are:

- a Mentor
- an Investor
- an Incubator
- a Corporate
- an Accelerator or,
- a Government body



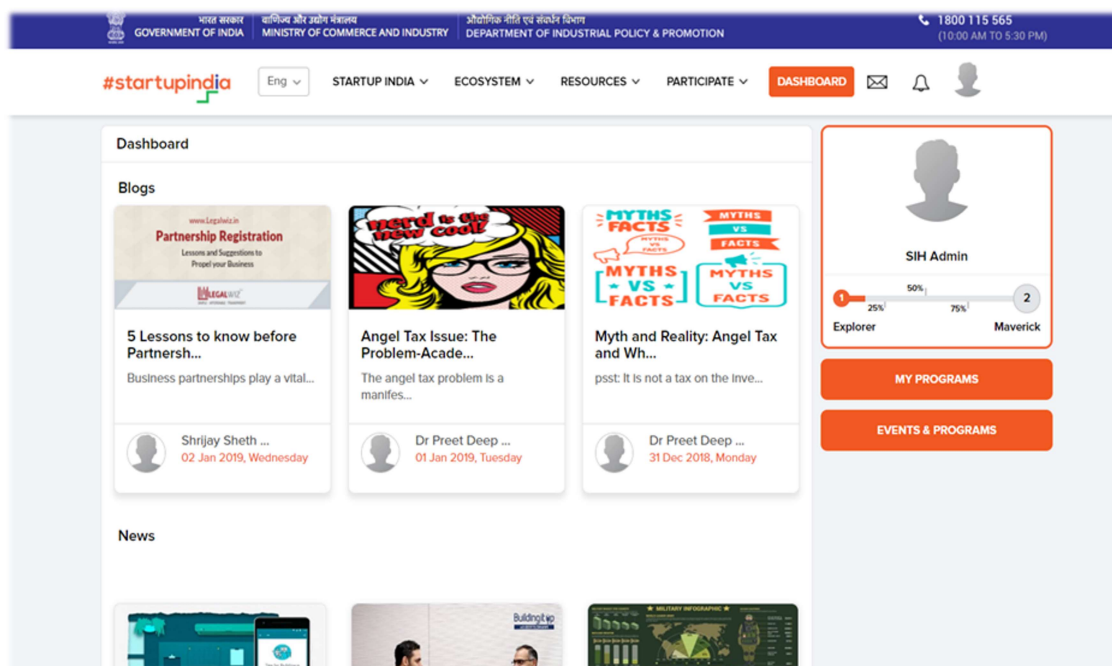
## 2. Visit Your Dashboard

The **Dashboard** is where you go to and begin creating **everything related to your Program**



### My Programs

Click on '**My Programs**' to view your Dashboard



### Events & Programs

Click on '**Events & Programs**' to view Programs created by other Hosts on the Portal

*Latest blog posts, newsfeed, and stakeholder suggestions relevant to you are regularly updated on your Dashboard.*

# 3. Select your Program Type

## Steps to Create Program



### Select A Program You Want to Host on Startup India Portal



#### Accelerator Program

As an accelerator, you can host programs on the Startup India Portal in order to discover high-potential startups to work with. Through the Host Dashboard you can select your own evaluation criteria, review/shortlist applications on ongoing basis and declare winners.

Start Your Accelerator Program >



#### Challenges

As a Corporate, Government Ministry/Department, Incubator or Accelerator, you can host a challenge, where startups compete to provide solutions to a problem (or set of problems) provided by you, typically for the chance to win cash prizes, incubation, mentorship or other such incentives. As the host, you can determine the problems and evaluation criteria. You can also choose to reach out to all startups, or to focus on startups in particular s...

Start Your Challenge >



#### Workshop / Events

You can use the programs feature on the Startup India Portal to notify startups about your upcoming events / workshops and invite them to participate. With over 200 tags to filter the audience that signs up for your event, our platform ensures relevant and high quality participants!

Start Your Workshop >



#### Incubator Program

As an incubator, you can discover/ connect with prospective Startups and Entrepreneurs by hosting a program on the Startup India Portal. Incubators have an option to call for applications from selected Sectors if they wish. They can then review and shortlist applications on ongoing basis and keep applicants informed through email notifications.

Start Your Incubator Program >



## Types of Programs we have for you:

Challenge

Accelerator Program

Incubator Program

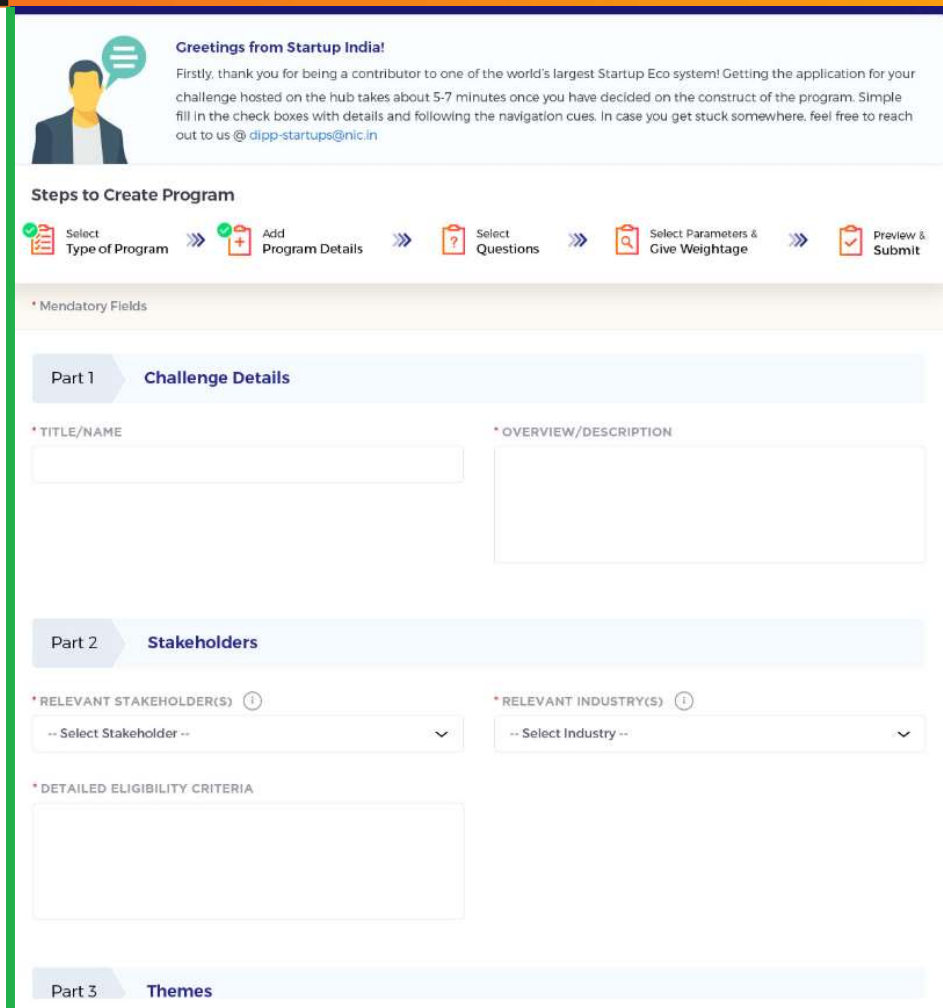
Workshop / Event



On selecting **My Programs** on your **Dashboard**, you will be taken to the first step of creating any Program, which is selecting the type of **Application** you wish to create



# 4. Fill Out The Program Details



**Creetings from Startup India!**  
Firstly, thank you for being a contributor to one of the world's largest Startup Eco system! Getting the application for your challenge hosted on the hub takes about 5-7 minutes once you have decided on the construct of the program. Simple fill in the check boxes with details and following the navigation cues. In case you get stuck somewhere, feel free to reach out to us @ [dipp-startups@nic.in](mailto:dipp-startups@nic.in)

**Steps to Create Program**

- Select Type of Program
- Add Program Details
- Select Questions
- Select Parameters & Give Weightage
- Preview & Submit

\* Mandatory Fields

**Part 1 Challenge Details**

\* TITLE/NAME

\* OVERVIEW/DESCRIPTION

**Part 2 Stakeholders**

\* RELEVANT STAKEHOLDER(S)

-- Select Stakeholder --

\* RELEVANT INDUSTRY(S)

-- Select Industry --

\* DETAILED ELIGIBILITY CRITERIA

**Part 3 Themes**



This is where you provide essential information regarding your program:

## Title & Overview

**Relevant Stakeholders** (your target audience for the program), **Eligibility Criteria, & Incentives**

## Timeline

## Program SPOC details

## Banner Image, Partners & Logos

## Social Media links (if any)

## FAQs about the program

# 5.

## Set Your Own Parameters

**Well! All set.**

It's you who decide the parameters on which you are going to evaluate the application. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Steps to Create Program**

Select Type of Program ➡ Add Program Details ➡ Select Questions ➡ Select Parameters & Give Weightage ➡ Preview & Submit

\* You can define upto 6 parameters

**Parameter 1** Total Weightage: 40

\* SELECT PARAMETER  
Innovativeness

\* DEFINE WEIGHTAGE  
40

\* DEFINE PARAMETER

- ☒ Positive Social Impact
- ☒ Effective Revenue Planning
- ☒ Less Energy Consumption
- ☒ Economy Planning

**Parameter 2** Total Weightage: 30

\* SELECT PARAMETER  
I didn't find my relevant parameter

\* DEFINE WEIGHTAGE  
Thirty

\* DEFINE CUSTOM PARAMETER

+ ADD ANOTHER PARAMETER

Total Weightage for the challenge: 70



This is the section that allows you to **define the criteria for evaluating received applications**



You can choose from existing parameters like **Innovativeness, Team Strength, Solution** or, define your own **Custom Parameter**



You can set the **Desired Weightage** against each Parameter that will later be helpful in deciding the leading applications

## 6. Create your own Application form



We have a plethora of questions to choose from. Categories have been provided for your convenience.



Unable to find the questions you're looking for?

You can add your own questions in the form under the option '**Additional Questions**' which can be text, radio, dropdown, document or any other type!

**Great!**  
You've given us the broad construct, now lets get the finer details in place. Just select the questions you want as a part of the evaluation process and proceed! Pro tip - Asking specific questions helps you get a better insights regarding someone's candidature

### Steps to Create Program

- Select Type of Program
- Add Program Details
- Select Questions
- Select Parameters & Give Weightage
- Preview & Submit

Basic Details (No weightage required) [View Details](#)

Personal & Team Details | **General Question** | Solution Details | Revenue Model | Competition | Road Map Ahead | Additional Questions

Sr. No.	Question	Include	Mandatory
1.	Why is the team uniquely capable of executing the company's business plan?	<input type="checkbox"/>	<input type="checkbox"/>
2.	What key additions to the team are needed in the short term?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Are you working on this full time with no other work/freelance obligations?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	What is the current team size?	<input type="checkbox"/>	<input type="checkbox"/>
6.	Kindly upload your Incorporation Certificate. (Eligibility: More than 1 year of incorporation)	<input type="checkbox"/>	<input type="checkbox"/>
7.	Kindly upload greater than 6 months of employment proof for representatives you would like to nominate for the event.	<input type="checkbox"/>	<input type="checkbox"/>

[PREVIOUS](#) [SAVE AS DRAFT](#) [NEXT](#)


# 7. Preview your Application & Submit




You are provided with the actual **Preview of the application** before submitting and how it would look to the users once live



After a thorough check, you can click on the **Submit Button** for the Administrator to approve

 This is just a preview. You need to publish this for startups to apply.



**STARTUP INDIA-KALYANI EDTECH CHALLENGE**  
Inviting tech-enabled innovative solutions in the education sector.

Here's what's in store for you:

- USD 25,000 cash prize for the winner
- Incubation support for top three winners

**Apply Before: 7<sup>th</sup> November 2019.**

**Timeline**

24 Jan	24 Jan, 2019 10:00 IST Start Date
28 Jan	28 Jan, 2019 Application Closes
15 Nov	15 Nov, 2019 1st Phase Results
21 Nov	21 Nov, 2019 2nd Phase Results

**Startup India-Kalyani EdTech Challenge**

Kalyani Group, an Indian multi-national with advanced technology, engineering and manufacturing capabilities. The group has wide range of products for crucial infrastructural sectors like Engineering Steel, Automotive, Industrial, Renewable Energy, Urban Infrastructure, Defence and Specialty Chemicals since 1965. With a footprint across India, Germany, Sweden, France & North America, the Group has an annual turnover of over USD 3billion.

Committing to sustainable development, through 'Pratham Pune Education Foundation'(PPEF), the group undertakes challenging tasks of making primary education accessible for economical and geographically strained part of the society. Over the 16 years since its inception, over 150,000 children have benefitted in Pune and also is an important catalyst for women empowerment.

Education is the soul of society and it is the kindling of an eternal flame that represents the light of spirit, knowledge and victory. With this belief the group also established an institution for innovative learning in Pune - The Kalyani School. Keeping this vision in mind, Kalyani Group in collaboration with Startup India is inviting tech-enabled innovative solutions in the Education sector for the Startup India - Kalyani Edtech Challenge.

**Program Details**

**DETAILED ELIGIBILITY CRITERIA**

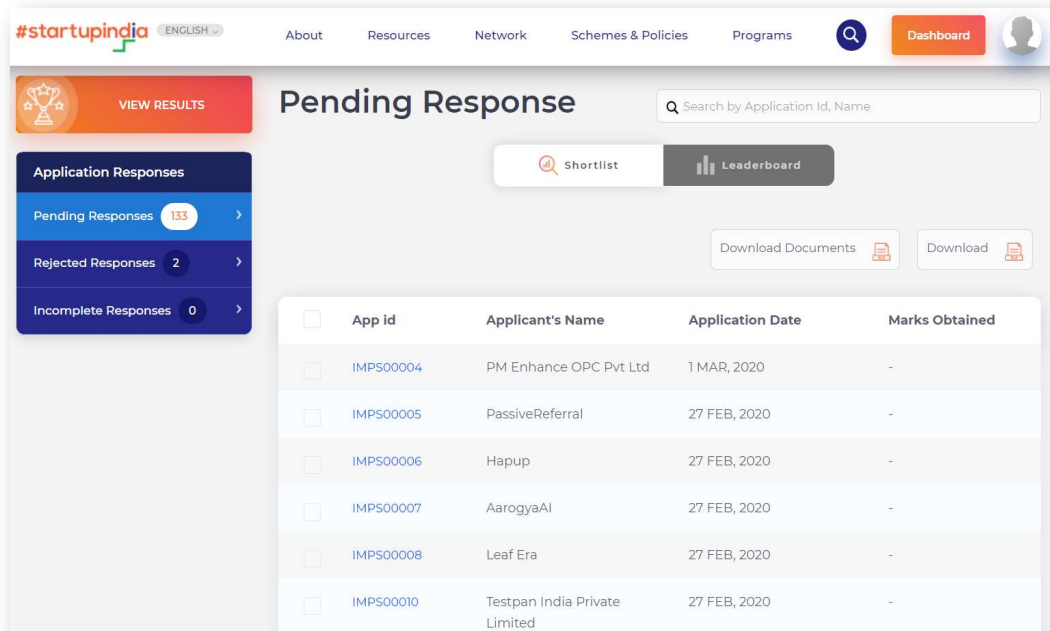
Startups registered with DPIIT or enterprising innovators with innovative ideas and a sustainable business model to create a larger impact with EdTech.

All applications must be accompanied by a pitch deck comprising (strictly less than 10 slides) -

Consent

## 8.

# Manage your Applications on your Dashboard



The screenshot shows the #startupindia dashboard. The top navigation bar includes links for About, Resources, Network, Schemes & Policies, Programs, and a Dashboard button. The main content area is titled 'Pending Response' and features a search bar, 'Shortlist', and 'Leaderboard' buttons. A table lists pending applications with columns for App Id, Applicant's Name, Application Date, and Marks Obtained.

App Id	Applicant's Name	Application Date	Marks Obtained
IMPS00004	PM Enhance OPC Pvt Ltd	1 MAR, 2020	-
IMPS00005	PassiveReferral	27 FEB, 2020	-
IMPS00006	Hapup	27 FEB, 2020	-
IMPS00007	AarogyaAI	27 FEB, 2020	-
IMPS00008	Leaf Era	27 FEB, 2020	-
IMPS00010	Testpan India Private Limited	27 FEB, 2020	-



Once the Application is submitted, it will be vetted by the Admin, that takes **less than 48 hours!**



Once approved, the Application will go **live** on the portal for Startups and others to apply! You can manage entries on the Dashboard.



On your Dashboard, you can **Reject** irrelevant applications, **Mark them as Incomplete** if required, and most importantly, **Score the Applications online** basis the parameters previously set by you

## 9. Leaderboard | Declare Results

The screenshot displays the 'Leaderboard' tab of the Startup India-Kalyani EdTech Challenge dashboard. The top navigation bar includes 'Shortlist', 'Leaderboard', and 'Mark Winner' buttons. The 'Mark Winner' dropdown menu is open, showing options for 'Single Winner', 'Top 3 Winner', and 'Multiple Winner'. Below this is a table of applications with columns for App ID, Applicant's Name, App. Date, and a score/ratio.

App ID	Applicant's Name	App. Date	
<input type="checkbox"/> Omion Cleantech	Sarthak Srivastava	5, February 2020	
<input type="checkbox"/> Onix Media Studio	Arihant Technology	27, January 2020	141 (92.7%)
<input type="checkbox"/> Jasper Concept Pvt. Ltd.	Ankita Malhotra	5, February 2020	140 (92%)
<input type="checkbox"/> WeSecure System	Shaadab Ahmed		
<input type="checkbox"/> Frazals Infotech Pvt. Ltd.	Riya Chakraborty		
<input type="checkbox"/> Om Real Food s Pvt. Ltd.	Madhav Singh Chai		
<input type="checkbox"/> R2 Ronbotronics	Nainusukh Tiwari		

Below the table is a detailed challenge overview for the 'Startup India-Kalyani EdTech Challenge'. It includes a timeline of key dates: 24 Jan, 2019 10:00 IST (Start Date), 28 Jan, 2019 (Application Closes), 15 Nov, 2019 (1st Phase Results), and 21 Nov, 2019 (2nd Phase Results). The overview also lists prizes: USD 25,000 cash prize for the winner and incubation support for top three winners. The 'Top 3 Winners' section is highlighted, showing the logos and names of the winners: Frazals Infotech Pvt Ltd (1st Position), mCruiseOn Technologies Pvt. Ltd. (2nd Position), and Suresh Srinivasan (3rd Position).



You can switch tabs on the Dashboard & see the **leading applications** in the **Leaderboard** based on your online evaluation



From the leaderboard, you can select your choice of winners (**Single, Top-3 or Multiple**) and **Declare Results** instantly!



The results section shows a **brief** about the program and the **selected startups / applicants**. Their profile is linked as well in the results section



startupindia



# WELCOME TO OUR NETWORK

LET'S CREATE A MORE  
INCLUSIVE & ENABLING  
ECOSYSTEM TOGETHER