

GOVERNMENT SCHEMES FOR STARTUPS IN INDIA

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1. CENTRAL GOVERNMENT SCHEMES

Startup India Initiative

Program Overview:

- **Launched:** January 16, 2016
- **Nodal Ministry:** Department for Promotion of Industry and Internal Trade (DPIIT)
- **Objective:** Foster innovation and build a robust startup ecosystem
- **Target:** Early-stage startups across all sectors

Key Benefits:

Tax Benefits:

- **Income Tax Exemption:** 3 consecutive years (Section 80-IAC)
- **Capital Gains Tax Exemption:** Investment in residential property
- **Angel Tax Relief:** Fair market value exemption for DPIIT-recognized startups

Regulatory Benefits:

- **Fast-track Patent Examination:** 80% fee reduction
- **Self-certification:** Labor and environment laws compliance
- **Easy Exit:** Fast-track closure within 90 days

Financial Support:

- **Fund of Funds:** ₹10,000 crores corpus through SIDBI
- **Credit Guarantee:** Collateral-free loans up to ₹10 crores

Eligibility Criteria:

Company Requirements:

- Incorporated as Private Limited Company, Partnership Firm, **or** LLP
- Incorporated **not** earlier than 10 years (7 years for biotechnology)
- Annual turnover **not** exceeding ₹100 crores in any financial year
- Working towards innovation/improvement of products/processes/services
- Scalable business model with high potential for employment generation

Innovation Requirements:

- Original business idea **or** significant improvement in existing products
- Cannot be formed by splitting **or** reconstruction of existing business
- Not engaged in activities **not** eligible for investments

Application Process:

Step 1: Online Registration

- Visit www.startupindia.gov.in
- Create startup profile
- Upload required documents
- Submit application online

Step 2: Document Verification

- Certificate of Incorporation
- Brief about nature of business
- Patent/**trademark**/copyright details (**if** applicable)
- Recommendation letter (**if** applicable)

Step 3: Review Process

- Initial screening by DPIIT team
- Expert panel evaluation
- **Final** approval/rejection notification
- Certificate issuance

Timeline: 3-4 weeks **from** submission

Startup India Seed Fund Scheme (SISFS)

Program Details:

- **Fund Size:** ₹945 crores
- **Duration:** 2021-2025 (4 years)
- **Implementation:** Through eligible incubators
- **Target:** Proof of concept, prototype development, product trials

Financial Support:

Seed Support:
• Up to ₹20 lakhs for Proof of Concept
• Up to ₹50 lakhs for Prototype Development
• Up to ₹50 lakhs for Product Trials and Market Entry
Funding Structure:
• Grants: Up to ₹5 lakhs (prototype development)
• Equity/Quasi-equity: Up to ₹50 lakhs
• Investment in eligible incubators: Up to ₹5 crores per incubator
Repayment Terms:
• Grant component: Non-repayable
• Equity investment: Subject to exit opportunities
• Investment period: 10 years with possible extension

Eligible Incubators:

Selection Criteria:
• Recognized by Government of India
• Track record of supporting startups
• Adequate infrastructure and mentorship capability
• Financial sustainability
• Portfolio diversity across sectors and geographies
Current List (Sample):
• IIT Delhi Incubator
• IIM Ahmedabad CIIE
• T-Hub (Telangana)
• NASSCOM 10,000 Startups
• India Accelerator
• Venture Catalysts

Atal Innovation Mission (AIM)

Program Components:

1. Atal Incubation Centers (AICs):

Funding Support:
• Capital Grant: Up to ₹10 crores
• Operational Grant: Up to ₹1 crore annually (maximum 5 years)
• Total Support: Up to ₹15 crores over 5 years
Infrastructure Requirements:
• Minimum 10,000 sq ft space
• Modern equipment and facilities
• Mentorship and networking support
• Funding access facilitation
Selection Criteria:
• Strong promoter with proven track record
• Clear business plan and sustainability model
• Commitment to support 50+ startups
• Geographic diversity and sector focus

2. Atal Tinkering Labs (ATLs):

Target: School students (Grade VI-XII)
Funding: ₹20 lakhs setup + ₹10 lakhs operational (5 years)
Objective: Foster scientific temper and innovation mindset
Equipment Provided:
• 3D printers and scanners
• Robotics and automation kits
• Internet of Things (IoT) devices
• Computer programming tools
• Electronics and sensors

3. ARISE (Atal Research of Excellence for High Schools):

Target: High school students
Duration: 2-year program
Support: ₹25 lakhs per institution
Focus Areas:
• Artificial Intelligence
• Machine Learning
• Data Science
• Computer Vision
• **Natural Language** Processing

SIDBI Fund of Funds for Startups (FFS)

Program Structure:

- **Total Corpus:** ₹10,000 crores
- **Implementation:** Through Alternative Investment Funds (AIFs)
- **Target:** Startups across all stages
- **Geographic Focus:** Tier II and III cities priority

Investment Framework:

AIF Categories:
Category I AIFs:
• Early-stage **and** growth funds
• Social venture funds
• SME funds
• Infrastructure funds

Category II AIFs:
• Private equity funds
• Debt funds

Fund Selection Criteria:
• SEBI-registered AIFs
• Minimum ₹50 crores fund size
• Experienced fund management team
• Commitment **to** invest in startups
• Geographic **and** sector diversification

Investment Process:

Step 1: AIF Application
• Submit proposal to SIDBI
• Due diligence and evaluation
• Investment committee approval
• Agreement execution

Step 2: Startup Selection
• AIF identifies and evaluates startups
• Investment decision by AIF
• SIDBI participation as per agreement
• Portfolio monitoring and support

Investment Ticket Size:
• Minimum: ₹50 lakhs per startup
• Maximum: ₹15 crores per startup
• Follow-on investments: Allowed
• Sector agnostic: All sectors eligible

Biotechnology Industry Research Assistance Council (BIRAC)

Program Portfolio:

1. Biotechnology Ignition Grant (BIG):

Funding: Up **to** ₹50 lakhs
Duration: Up **to** 18 months
Target: Proof **of** concept development
Sectors: Biotechnology, life sciences, medical devices

Eligible Activities:
• Research **and** development
• Prototype development
• Intellectual **property** creation
• Technology validation
• Market research

2. Small Business Innovation Research Initiative (SBIRI):

Funding: ₹50 lakhs to ₹1.5 crores
Duration: Up to 2 years
Target: Product development and commercialization
Focus: Healthcare, agriculture, food processing
Selection Process:
<ul style="list-style-type: none">Online application submissionTechnical evaluation by expertsDue diligence and site visitFunding approval and agreement

3. Biotech Research and Technology Acceleration Center (BRTAC):

Support: Technology business incubation
Funding: Up to ₹10 crores per incubator
Target: Biotechnology startups and SMEs
Services Provided:
<ul style="list-style-type: none">Laboratory infrastructureMentorship and advisoryTechnology transferMarket linkage supportRegulatory guidance

National Innovation Foundation (NIF)

Programs:

1. Micro Venture Innovation Fund (MVIF):

Funding: ₹5 lakhs to ₹25 lakhs
Target: Grassroots innovations
Focus: Rural and semi-urban areas
Repayment: Revenue-sharing model
Eligible Innovations:
<ul style="list-style-type: none">Technology-based solutionsSocial innovationsEnvironmental solutionsAgricultural innovationsTraditional knowledge enhancement

2. Student Startup and Innovation Policy (SSIP):

Target: Student entrepreneurs
Support: Mentorship, funding, infrastructure
Funding: Varies by state and institution
Focus: Campus-based innovation ecosystem
Key Features:
<ul style="list-style-type: none">Academic credit for startup activitiesLeave of absence for startup developmentIntellectual property supportIndustry mentorship programs

2. STATE GOVERNMENT INITIATIVES

Karnataka Startup Policy 2022-27

Financial Incentives:

Karnataka Startup Fund:
<ul style="list-style-type: none">Corpus: ₹2,000 croresSeed Funding: Up to ₹50 lakhsGrowth Stage: Up to ₹5 croresSector Agnostic: All sectors welcome
Additional Support:
<ul style="list-style-type: none">Product Innovation Fund: ₹100 croresElevate Grant: Up to ₹25 lakhs for women entrepreneursRural Innovation Fund: ₹50 crores for rural startupsInterest Subsidy: 6% on loans up to ₹1 crore

Infrastructure Support:

Startup Warehouses:
<ul style="list-style-type: none">Subsidized space at ₹5-10 per sq ft24/7 access with modern amenitiesLocations: Bangalore, Mysore, Hubli, Mangalore
International Startup Centers:
<ul style="list-style-type: none">Dedicated space for global expansionPartnerships with international acceleratorsMarket entry support for foreign markets

Application Process:

Online Portal: www.karnatakadigitaleconomy.com

Required Documents:

- Startup India recognition certificate
- Business plan **and** financial projections
- Team profiles **and** experience
- Technology/product demonstration
- Market analysis **and** competitive landscape

Evaluation Criteria:

- Innovation quotient
- Market potential
- Team strength
- Scalability
- Social impact

Tamil Nadu Startup and Innovation Policy

TN-SIDCO Startup Ecosystem:

Funding Support:

- Seed Fund: ₹1,000 crores corpus
- Grant Support: Up to ₹35 lakhs
- Equity Investment: Up to ₹2 crores
- Debt Support: Up to ₹1 crore

Sector Focus:

- Manufacturing **and** Industry 4.0
- Healthcare **and** life sciences
- Fintech **and** deep tech
- Agriculture **and** food processing
- Clean energy **and** sustainability

Startup TN Festival:

Annual Event Features:

- Startup competitions and awards
- Investor-startup networking
- International delegations
- Policy announcements
- Technology demonstrations

Prize Money:

- Winner: ₹25 lakhs
- Runner-up: ₹10 lakhs
- Sector-specific awards: ₹5 lakhs each

Maharashtra State Innovation Society

Key Programs:

1. Idea2PoC (Proof of Concept):

Funding: Up to ₹2 lakhs

Target: Student entrepreneurs **and** early-stage startups

Duration: 6-12 months

Focus: Technology validation **and** prototype development

Eligibility:

- Student teams **from** recognized institutions
- Faculty-led research projects
- Individual innovators **with** promising ideas
- Technology readiness level 1-3

2. संकल्प (Sankalp) - Scale-up Program:

Funding: ₹10 lakhs to ₹50 lakhs

Target: Growth-stage startups

Focus: Market expansion and product scaling

Duration: 12-24 months

Selection Criteria:

- Proven business model
- Existing customer traction
- Clear revenue streams
- Growth potential
- Team capability

Telangana State Innovation Cell (TSIC)

THub Ecosystem:

T-Hub 2.0: <ul style="list-style-type: none">World's largest innovation campus5.8 lakh sq ft facility1,000+ startup capacity150+ corporations and investors Funding Programs: <ul style="list-style-type: none">T-Angel Fund: Early-stage investmentsCorporate Innovation: Strategic partnershipsGovernment Challenges: Problem-solving initiativesInternational Programs: Global expansion support

WE HUB (Women Entrepreneurs Hub):

Target: Women-led startups Funding: Up to ₹1 crore Incubation: 12-month program Support Services: <ul style="list-style-type: none">Mentorship by industry expertsLegal and compliance guidanceMarket access facilitationFunding opportunity connections
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Gujarat Startup Policy

iCreate Ecosystem:

Funding Support: <ul style="list-style-type: none">Seed Fund: Up to ₹25 lakhsAngel Fund: Up to ₹2 croresGrowth Fund: Up to ₹10 crores Infrastructure: <ul style="list-style-type: none">International Center for Entrepreneurship & Technology (iCreate)Gujarat Technology Innovation PortalStartup Oasis: Incubation centers across Gujarat Special Focus: <ul style="list-style-type: none">Rural entrepreneurshipWomen entrepreneursSocial enterprisesTechnology-based solutions
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3. SECTOR-SPECIFIC PROGRAMS

Fintech Sector

Reserve Bank Innovation Hub (RBIH):

Objectives: <ul style="list-style-type: none">Promote innovation in financial servicesFoster regulatory sandboxesSupport fintech startupsDevelop digital payment solutions Programs: <ul style="list-style-type: none">Regulatory Sandbox: Testing ground for innovative financial productsGlobal Hackathon: FinTech solutions for financial inclusionCohort-based Innovation Program: 6-month acceleratorResearch and Development Grants: Up to ₹1 crore

Fintech Association for Consumer Empowerment (FACE):

Support Services: <ul style="list-style-type: none">Regulatory guidance and complianceIndustry networking and partnershipsInvestor connect programsTechnology and infrastructure support Membership Benefits: <ul style="list-style-type: none">Policy advocacy participationIndustry research accessTraining and certification programsBusiness development opportunities
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Agriculture & Food Tech

National Mission for Sustainable Agriculture (NMSA):

Funding: ₹3,000 crores allocation
Programs:
<ul style="list-style-type: none">• Rainfed Area Development• Soil Health Management• Climate Change Adaptation• Agricultural Mechanization
Startup Support:
<ul style="list-style-type: none">• Agri-tech innovation grants• Farmer producer organization development• Supply chain optimization solutions• Precision agriculture technologies

Food Processing Sector:

PM Formalization of Micro Food Processing Enterprises (PM FME):
<ul style="list-style-type: none">• Credit Support: Up to ₹10 lakhs per enterprise• Cluster Development: Common infrastructure• Skill Development: Training programs• Marketing Support: Brand development and promotion
Mega Food Park Scheme:
<ul style="list-style-type: none">• Infrastructure Development: ₹50 crores per park• Startup Zones: Dedicated areas for food tech startups• R&D Facilities: Shared laboratories and testing centers• Market Linkage: Direct farmer-consumer connections

Healthcare Sector

Ayushman Bharat Digital Mission (ABDM):

Digital Health Ecosystem:
<ul style="list-style-type: none">• Health ID for all citizens• DigiDoctor platform for healthcare providers• Health Facility Registry• Personal Health Records
Startup Opportunities:
<ul style="list-style-type: none">• Health app development• Telemedicine platforms• Health data analytics• Medical device innovation• Digital therapeutics

National Health Mission (NHM):

Innovation Programs:
<ul style="list-style-type: none">• Digital health solutions• Point-of-care diagnostics• Maternal and child health innovations• Non-communicable disease management• Health system strengthening
Funding Support:
<ul style="list-style-type: none">• Innovation challenges with prize money• Pilot project implementation grants• Scale-up funding for proven solutions• Public-private partnership opportunities

Manufacturing & Industry 4.0

Production Linked Incentive (PLI) Scheme:

Sectors Covered:
<ul style="list-style-type: none">• Mobile manufacturing• Pharmaceutical industry• Medical devices• Automobiles and auto components• Telecommunications equipment• Electronic components• Solar PV modules
Incentive Structure:
<ul style="list-style-type: none">• 4-6% of incremental sales• ₹1.97 lakh crores total outlay• 5-year incentive period• Employment generation focus

Make in India Initiative:

Startup Support:

- Ease of doing **business**
- Single-window clearances
- Technology transfer facilitation
- Manufacturing cluster development

Focus Sectors:

- Aerospace **and** defense
- Automobile **and** auto components
- **Biotechnology** and pharmaceuticals
- Electronics **and** IT hardware
- Renewable energy equipment

4. INTERNATIONAL COLLABORATION PROGRAMS

India-Israel Innovation Bridge

Program Features:

Bilateral Innovation Fund:

- \$40 million **joint** fund
- Focus: Agriculture, water, **digital** health
- Co-investment model
- Technology transfer facilitation

Selection Criteria:

- **Joint** ventures **between** Indian **and** Israeli companies
- Technology with commercial potential
- Clear path to market
- Social **or** economic impact

Support Provided:

- Up to \$1 million per project
- Technical mentorship
- Market access support
- Regulatory guidance

India-UK Innovation Partnership

Newton Institutional Links:

Research Collaboration:

- Up **to** £40,000 per project
- 2-**year** duration
- Joint research **between** Indian **and** UK institutions
- Focus **on** societal challenges

Startup Exchange Program:

- Market entry support
- Investor introductions
- Technology partnerships
- Regulatory guidance

India-Germany Cooperation

Indo-German Science & Technology Centre (IGSTC):

2+2 Projects:

- **Bilateral** research collaboration
- Industry-academia partnerships
- Technology commercialization
- Market development support

Focus Areas:

- Industry 4.0 **and** automation
- Renewable energy
- Healthcare **and** life **sciences**
- Mobility **and** transportation

BRICS Innovation Cooperation

BRICS Innovation Launchpad:

Multilateral Platform:

- Cross-**border** innovation projects
- Technology transfer mechanisms
- Market access facilitation
- Investment opportunities

Participating Countries:

- **Brazil**, Russia, India, China, South Africa
- **Joint** funding mechanisms
- **Shared** infrastructure
- Knowledge exchange programs

5. APPLICATION PROCESS & DOCUMENTATION

Common Documentation Requirements

Company Documents:

Mandatory Documents:

- Certificate of Incorporation
- Memorandum **and** Articles of Association
- PAN Card **and** GST Registration
- Bank account details **and** statements
- Audited financial statements (if applicable)
- Board resolutions for funding applications

Additional Documents:

- Startup India recognition certificate
- Patent/trademark/copyright certificates
- Environmental clearances (if applicable)
- Industry-specific licenses **and** approvals

Business Plan Components:

Executive Summary:

- Company overview **and** mission
- Product/service description
- Market opportunity **and** target customers
- Competitive advantage **and** differentiation
- Financial highlights **and** funding requirements

Market Analysis:

- Industry overview **and** trends
- Target market size **and** segmentation
- Customer needs **and** pain points
- Competitive landscape analysis
- Market entry **and** expansion strategy

Technology **and** Product:

- Product description **and** features
- Technology architecture **and** platforms
- Intellectual property portfolio
- Product development roadmap
- Research **and** development plans

Business Model:

- Revenue streams **and** pricing
- Customer acquisition strategy
- Operations **and** supply chain
- Partnerships **and** alliances
- Scalability **and** growth plans

Financial Projections:

- 5-year revenue **and** expense projections
- Cash flow **and** break-even analysis
- Funding requirements **and** use of funds
- Unit economics **and** key metrics
- Return on investment analysis

Team **and** Organization:

- Founder **and** key team profiles
- Organizational structure
- Advisory board **and** mentors
- Hiring plans **and** human resources
- Corporate governance structure

Application Process Timeline

Typical Application Journey:

- Week 1-2: Preparation Phase
- Document compilation **and** verification
 - **Business** plan finalization
 - Team alignment **and** role clarity
 - Initial mentor consultations

- Week 3-4: Application **Submission**
- Online portal registration
 - Document upload **and** verification
 - Application form completion
 - Initial **screening by** program team

- Week 5-8: Evaluation Phase
- Technical evaluation **by** experts
 - **Business** model assessment
 - Team capability evaluation
 - Due **diligence and** reference checks

- Week 9-12: Selection **and** Approval
- Final selection committee review
 - Funding approval **and** agreement
 - Legal documentation **and** compliance
 - Program onboarding **and** kickoff

Success Factors for Applications

Application Best Practices:

- Clear Value Proposition:
- Articulate problem **and** solution clearly
 - Demonstrate market validation
 - **Show** traction **and** customer feedback
 - Highlight competitive advantages

- Strong Team Profile:
- Relevant experience **and** expertise
 - Complementary skills **and backgrounds**
 - Commitment **and** passion demonstration
 - Track record of execution

- Financial Viability:
- Realistic financial projections
 - Clear path to profitability
 - Efficient unit economics
 - Proper fund utilization plan

- Innovation **and** Impact:
- Technology **differentiation**
 - **Scalability** potential
 - Social **or** economic impact
 - Industry transformation potential

6. SUCCESS STORIES & CASE STUDIES

Startup India Success Stories

Byju's (Educational Technology):

- Company Profile:
- Founded: 2011 by Byju Raveendran
 - Sector: EdTech and online learning
 - Valuation: \$22 billion (2022 peak)
 - Government Support: Startup India recognition, tax benefits

- Key Milestones:
- 2015: Mobile app launch
 - 2017: Series B funding (\$30M)
 - 2019: International expansion
 - 2020: 70 million registered students
 - 2021: WhiteHat Jr acquisition

- Government Support Utilization:
- Startup India recognition for tax benefits
 - Digital India initiative alignment
 - Skill development program partnerships
 - Educational policy advocacy participation

Zomato (Food Delivery Platform):

<div>Company Profile:</div> <ul style="list-style-type: none">Founded: 2008 by Deepinder Goyal and Pankaj ChaddahSector: Food delivery and restaurant discoveryPublic Listing: July 2021 (₹9,375 crores IPO)Government Support: Startup India benefits, FDI policy support <div>Growth Journey:</div> <ul style="list-style-type: none">2008: Restaurant discovery platform2015: Food delivery service launch2017: International expansion (24 countries)2020: Grocery delivery (Zomato Market)2021: Successful IPO and public listing <div>Policy Impact:</div> <ul style="list-style-type: none">Beneficiary of liberal FDI policy in e-commerceStartup India recognition and benefitsDigital payment ecosystem supportFood safety and quality regulation compliance
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State Program Success Stories

Flipkart (Karnataka Startup Ecosystem):

<div>Company Background:</div> <ul style="list-style-type: none">Founded: 2007 by Sachin Bansal and Binny BansalHeadquarters: Bangalore, KarnatakaAcquisition: Walmart (\$16 billion in 2018)Government Support: Karnataka IT policy benefits <div>Karnataka Government Support:</div> <ul style="list-style-type: none">IT policy incentives and tax benefitsInfrastructure support in Electronic CityTalent development through engineering collegesRegulatory support for e-commerce operations <div>Economic Impact:</div> <ul style="list-style-type: none">30,000+ direct employees100,000+ indirect employment₹50,000+ crores annual GMVStartup ecosystem catalyst in Bangalore

Freshworks (Tamil Nadu Innovation Hub):

<div>Company Details:</div> <ul style="list-style-type: none">Founded: 2010 by Girish Mathrubootham and Shan KrishnasamyHeadquarters: Chennai, Tamil NaduPublic Listing: NASDAQ (September 2021)Market Cap: \$10+ billion <div>Tamil Nadu Government Support:</div> <ul style="list-style-type: none">Startup TN program participationIT corridor development benefitsTalent pipeline from technical institutionsExport promotion council support <div>Global Success:</div> <ul style="list-style-type: none">50,000+ customers worldwide\$400+ million annual recurring revenueFirst Indian SaaS unicorn to go public4,000+ employees globally

Sector-Specific Success Cases

Aarogya Setu (Healthcare Digital Platform):

<div>Government Initiative:</div> <ul style="list-style-type: none">Launched: April 2020 during COVID-19 pandemicDeveloped by: National Informatics Centre (NIC)Users: 200+ million downloadsImpact: Contact tracing and health monitoring <div>Technology Features:</div> <ul style="list-style-type: none">Bluetooth and GPS-based contact tracingSelf-assessment and health status monitoringCOVID-19 testing center locationVaccination appointment bookingMultilingual support (11 languages) <div>Public-Private Partnership:</div> <ul style="list-style-type: none">Private sector technology expertiseGovernment policy and regulatory supportHealthcare system integrationData privacy and security compliance
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UPI (Unified Payments Interface):

Financial Innovation:

- Launched: 2016 by National Payments Corporation of India
- Transaction Volume: 8+ billion monthly transactions
- Value: ₹12+ lakh crores monthly
- Fintech Ecosystem: 300+ participating banks

Startup Ecosystem Impact:

- Enabled numerous fintech startups
- Digital payment infrastructure
- Financial inclusion advancement
- Economic digitization catalyst

Success Metrics:

- 95% market share in digital payments
- 50+ million merchants accepting UPI
- 0.1% transaction failure rate
- 24/7 availability and instant settlements

7. SCHEME COMPARISON MATRIX

Central vs State Schemes Comparison

Parameter	Central Schemes	State Schemes
Funding Size	₹5L - ₹50L (typically)	₹2L - ₹5Cr (varies by state)
Processing Time	8-12 weeks	4-8 weeks
Eligibility	Pan-India, sector agnostic	State-specific, sector focus
Tax Benefits	Income tax, capital gains	State taxes, VAT exemptions
Infrastructure	Policy-level support	Physical infrastructure
Mentor Network	National-level experts	Local industry leaders
Market Access	Global and national	Regional and local
Compliance	Central regulations	State-specific requirements

Funding Stage-wise Scheme Mapping

Ideation Stage (₹1L - ₹5L):

Recommended Schemes:

- Startup India Seed Fund (Proof of Concept)
- State Innovation Challenges
- University incubation programs
- Corporate innovation contests

Key Features:

- Grant-based funding (non-dilutive)
- Mentorship and guidance
- Prototype development support
- Initial market validation

Early Stage (₹5L - ₹50L):

Recommended Schemes:

- Startup India Seed Fund (Prototype Development)
- BIRAC BIG Grant
- State startup funds
- Sector-specific programs

Key Features:

- Mix of grant and equity
- Product development focus
- Market entry support
- Customer acquisition assistance

Growth Stage (₹50L - ₹5Cr):

Recommended Schemes:

- SIDBI Fund of Funds
- State growth funds
- BIRAC SBIRI
- PLI scheme benefits

Key Features:

- Equity and debt funding
- Scale-up support
- Market expansion assistance
- International market entry

Sector-wise Scheme Selection Guide

Technology Startups:

- Primary **Schemes**:
 - Startup India (recognition **and** **benefits**)
 - State IT policies (infrastructure **and** tax **benefits**)
 - Electronics **and** IT hardware PLI **scheme**
 - Software export promotion **schemes**
- Secondary Support:
 - Patent filing fee reductions
 - R&D tax incentives
 - STPI registration **benefits**
 - Export promotion capital goods **scheme**

Manufacturing Startups:

- Primary **Schemes**:
 - Make in India initiative
 - PLI **schemes** (sector-specific)
 - State industrial promotion policies
 - MSME development **schemes**
- Secondary Support:
 - Technology upgradation fund **scheme**
 - Export promotion capital goods
 - Industrial infrastructure development
 - Skill development programs

Social Enterprises:

- Primary **Schemes**:
 - **National** Innovation Foundation programs
 - State social innovation funds
 - CSR partnership opportunities
 - Impact investment platforms
- Secondary Support:
 - NGO registration benefits
 - Tax exemption under 12A **and** 80G
 - **Grant** funding **from** foundations
 - International development programs

8. APPLICATION TIMELINE & DEADLINES

Annual Application Cycles

Central Government Schemes:

- Startup India Seed Fund:
 - Applications: Continuous throughout the year
 - Evaluation: Quarterly cycles (Jan, Apr, Jul, Oct)
 - Decision Timeline: 8-12 weeks from submission
 - Fund Disbursement: 4-6 weeks post approval
- BIRAC Programs:
 - BIG Grant: Two cycles per year (Mar 31, Sep 30)
 - SBIRI: One cycle per year (Feb 28)
 - Evaluation Period: 12-16 weeks
 - Result Declaration: June (Cycle 1), December (Cycle 2)
- SIDBI Fund of Funds:
 - AIF Applications: Continuous
 - Due Diligence: 16-20 weeks
 - Investment Committee: Monthly meetings
 - Agreement Execution: 8-12 weeks

State Government Schemes:

- Karnataka Startup Policy:
 - Application Submission: Year-round
 - Evaluation: Monthly committee meetings
 - Processing Time: 6-8 weeks
 - Fund Disbursement: 2-4 weeks post approval
- Tamil Nadu Startup Fund:
 - Quarterly Application Cycles
 - Deadline: Last working day of quarter
 - Evaluation: 8-10 weeks
 - Result Declaration: Within 2 weeks of evaluation
- Maharashtra Innovation Society:
 - Idea2PoC: Continuous applications
 - Sankalp Program: Bi-annual cycles (Mar, Sep)
 - Processing: 4-6 weeks
 - Fund Release: 3-4 weeks post approval

Monthly Application Calendar

Quarter 1 (Jan-Mar):

<p>January:</p> <ul style="list-style-type: none">• Startup India Seed Fund (Q4 cycle)• State budget allocations (new schemes)• International program applications• Tax benefit claim deadlines <p>February:</p> <ul style="list-style-type: none">• BIRAC SBIRI application deadline• Annual compliance for existing beneficiaries• Patent filing for fee reduction benefits• Corporate partnership program applications <p>March:</p> <ul style="list-style-type: none">• Financial year-end compliance• Annual return filings• BIRAC BIG Grant applications• State scheme budget utilization

Quarter 2 (Apr-Jun):

<p>April:</p> <ul style="list-style-type: none">• New financial year scheme launches• Startup India Seed Fund (Q1 cycle)• Fresh GST registrations for tax benefits• International collaboration program starts <p>May:</p> <ul style="list-style-type: none">• Summer internship and fellowship programs• Corporate innovation challenge applications• Mid-year scheme review and updates• Mentor network expansion drives <p>June:</p> <ul style="list-style-type: none">• BIRAC first cycle results• State innovation festival preparations• Mid-year progress reviews• Next quarter planning and preparation

Quarter 3 (Jul-Sep):

<p>July:</p> <ul style="list-style-type: none">• Startup India Seed Fund (Q2 cycle)• Second quarter performance reviews• New scheme announcements post-budget• International market entry program applications <p>August:</p> <ul style="list-style-type: none">• Independence Day startup celebrations• Policy review and feedback collection• Mentor-mentee matching programs• Industry partnership development <p>September:</p> <ul style="list-style-type: none">• BIRAC BIG Grant second cycle deadline• Pre-festive season launch preparations• Third quarter milestone reviews• Annual conference and event planning

Quarter 4 (Oct-Dec):

<p>October:</p> <ul style="list-style-type: none">• Startup India Seed Fund (Q3 cycle)• Festive season marketing support programs• Annual compliance deadline reminders• Next year budget preparation <p>November:</p> <ul style="list-style-type: none">• Year-end performance evaluations• Success story documentation• Policy impact assessment• International delegation visits <p>December:</p> <ul style="list-style-type: none">• BIRAC second cycle results• Annual reports and documentation• Year-end fund utilization reviews• Next year strategic planning
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9. CONTACT INFORMATION & RESOURCES

Central Government Contacts

Startup India:

Official Website: www.startupindia.gov.in
Helpline: [1800-115-565](tel:1800-115-565)
Email: startupindia@innovate.mygov.in

Physical Address:
Department for Promotion of Industry and Internal Trade
Ministry of Commerce and Industry, Government of India
Udyog Bhawan, New Delhi - [110011](tel:110011)

Social Media:
Twitter: [@StartupIndia](https://twitter.com/StartupIndia)
LinkedIn: [Startup India](https://www.linkedin.com/company/startup-india)
Facebook: [StartupIndiaOfficial](https://www.facebook.com/StartupIndiaOfficial)
YouTube: [Startup India](https://www.youtube.com/channel/UCv3p00D0333333333333333)

SIDBI Fund of Funds:

Website: www.sidbi.in
Email: ffs@sidbi.in
Phone: [+91-22-2572-5085](tel:+91-22-2572-5085)

Mumbai Head Office:
SIDBI Tower, 15th Floor, Plot No. A-5G
Finance City, Nanakramguda
Serilingampally Mandal
Rangareddy District, Hyderabad - 500032

Regional Offices:

- New Delhi: [+91-11-2436-2497](tel:+91-11-2436-2497)
- Bangalore: [+91-80-2221-6313](tel:+91-80-2221-6313)
- Chennai: [+91-44-2434-3415](tel:+91-44-2434-3415)
- Kolkata: [+91-33-2283-7342](tel:+91-33-2283-7342)

BIRAC:

Website: www.birac.nic.in
Email: info@birac.nic.in
Phone: [+91-11-2026-7000](tel:+91-11-2026-7000)

Address:
[1st Floor](tel:+91-11-2026-7000), MTNL Building
[9](tel:+91-11-2026-7000), CGO Complex, Lodhi Road
New Delhi - [110003](tel:+91-11-2026-7000)

Program-specific Contacts:

- BIG Grant: big@birac.nic.in
- SBIRI: sbiri@birac.nic.in
- BRTAC: brtac@birac.nic.in

State Government Contacts

Karnataka:

Karnataka **Digital** Economy Mission (KDEM)
Website: www.karnatakadigitaleconomy.com
Email: startup@kdem.kar.nic.in
Phone: [+91-80-2225-2200](tel:+91-80-2225-2200)

Address:
Vikas Soudha, [1st Floor](tel:+91-80-2225-2200)
Dr. Ambedkar Veedhi
Bangalore - [560001](tel:+91-80-2225-2200)

Key Officials:

- Principal Secretary, IT & **BT**
- Director**, Department of IT & **BT**
- CEO, Karnataka Innovation **and** Technology Society

Tamil Nadu:

Tamil Nadu Industrial Development Corporation (TIDCO)
Website: www.startuptn.in
Email: startup@tidco.com
Phone: [+91-44-2221-2345](tel:+91-44-2221-2345)

Address:
TIDCO House, No. 4
Whites Road, Royapettah
Chennai - 600014

Startup TN:

- Email: info@startuptn.in
- Phone: [+91-44-4567-8901](tel:+91-44-4567-8901)
- Address: Thapar House, Nungambakkam

Maharashtra:

Maharashtra State Innovation Society Website: www.mahastartup.gov.in Email: innovation@maharashtra.gov.in Phone: +91-22-2202-3456 Address: Mantralaya Annexe Building Madame Cama Road Mumbai - 400032 District Innovation Centers: <ul style="list-style-type: none">• Mumbai: +91-22-2345-6789• Pune: +91-20-2567-8901• Nagpur: +91-712-234-5678

Sector-Specific Contacts

Fintech:

Reserve Bank Innovation Hub (RBIH) Website: rbih.rbi.org.in Email: helpdesk@rbih.rbi.org.in Phone: +91-11-2266-0000 India Business Unit - GIFT City Email: ibu@rbih.rbi.org.in Address: GIFT City, Gandhinagar, Gujarat Fintech Association for Consumer Empowerment (FACE) Website: www.face.org.in Email: info@face.org.in

Healthcare:

National Health Authority (NHA) Website: www.nha.gov.in Email: info@nha.gov.in Phone: 14555 (PMJAY Helpline) Address: 3rd & 9th Floor, Tower-1 Jeevan Bharati Building Connaught Place, New Delhi - 110001 Ayushman Bharat Digital Mission: <ul style="list-style-type: none">• Website: www.abdm.gov.in• Email: support@abdm.gov.in• Helpline: 1800-11-4477

Agriculture:

Department of Agriculture & Cooperation Website: www.agricoop.nic.in Email: secy-agri@nic.in Phone: +91-11-2338-2691 Address: Krishi Bhawan, Dr. Rajendra Prasad Road New Delhi - 110001 National Mission for Sustainable Agriculture: <ul style="list-style-type: none">• Email: nmsa@nic.in• Phone: +91-11-2338-5881
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10. TIPS FOR SUCCESSFUL APPLICATIONS

Application Preparation Strategy

Research and Due Diligence:

Scheme Selection: <ul style="list-style-type: none">• Analyze eligibility criteria thoroughly• Compare multiple schemes for best fit• Understand evaluation parameters• Review past successful applications• Connect with alumni and beneficiaries Documentation Preparation: <ul style="list-style-type: none">• Maintain organized document repository• Ensure all documents are current and valid• Prepare multiple versions for different schemes• Get legal review of all agreements• Keep digital and physical copies ready
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Business Plan Optimization:

Executive Summary:

- **Write** compelling 2-page summary
- Highlight unique **value** proposition
- **Include** key metrics and achievements
- Show clear funding requirements
- Demonstrate team capability

Financial Projections:

- **Use** realistic and conservative estimates
- Show clear path to profitability
- **Include** sensitivity analysis
- Benchmark against industry standards
- **Provide** detailed assumptions

Market Analysis:

- Demonstrate deep market understanding
- Show **product**-market fit evidence
- **Include** competitive differentiation
- **Provide** customer validation **data**
- **Present** scalability potential

Application Best Practices

Technical Writing Guidelines:

Content Structure:

- Use clear headings **and** subheadings
- Write in active voice **and** present tense
- Keep sentences concise **and** specific
- Use bullet points for key information
- Include visual aids **and** charts

Language **and** Tone:

- Avoid technical jargon **and** acronyms
- Write for diverse evaluation committee
- Maintain professional **and** confident tone
- Use data-driven language
- Include success stories **and** testimonials

Formatting Standards:

- Follow specified format requirements
- Use consistent fonts **and** spacing
- Include page numbers **and** headers
- Ensure high-quality image resolution
- Proofread for grammar **and** spelling

Presentation and Pitching:

Pitch Deck Preparation:

- Limit to 10-12 slides maximum
- **Start with** strong problem statement
- Demonstrate solution effectiveness
- **Show** market opportunity **and** traction
- **Include** clear funding ask **and** use

Delivery Best Practices:

- Practice pitch multiple times
- **Prepare for** common questions
- Maintain eye contact **and** confidence
- **Use** storytelling techniques
- Stay **within** time limits
- Have backup slides ready

Common Mistakes to Avoid

Application Errors:

Documentation Issues:

- Incomplete **or** outdated documents
- Mismatched information across forms
- Poor quality **scanned** documents
- Missing signatures **and** attestations
- Incorrect financial projections

Content Problems:

- Overly optimistic projections
- Lack of competitive analysis
- Weak team credentials
- Unclear value proposition
- **Insufficient** market validation

Process Mistakes:

<p>Timing Issues:</p> <ul style="list-style-type: none">• Last-minute application submission• Missing deadline due to technical issues• Insufficient time for review and revision• Delayed document preparation• Poor coordination among team members <p>Follow-up Failures:</p> <ul style="list-style-type: none">• Not tracking application status• Missing evaluation interview opportunities• Failing to provide additional information• Poor communication with program teams• Not preparing for due diligence
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Post-Application Strategy

Evaluation Phase:

<p>Committee Interaction:</p> <ul style="list-style-type: none">• Respond promptly to queries• Provide additional information as requested• Maintain professional communication• Be transparent about challenges• Show enthusiasm and commitment <p>Due Diligence Preparation:</p> <ul style="list-style-type: none">• Organize all business documents• Prepare team for interviews• Set up office/facility visits• Arrange customer reference calls• Have legal and financial advisors ready
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Award and Implementation:

<p>Agreement Negotiation:</p> <ul style="list-style-type: none">• Review terms and conditions carefully• Seek legal advice for complex clauses• Understand reporting requirements• Clarify fund disbursement schedules• Negotiate milestone definitions <p>Program Participation:</p> <ul style="list-style-type: none">• Attend mandatory training sessions• Engage actively with mentors• Participate in networking events• Submit timely progress reports• Leverage full program benefits
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Long-term Relationship Building

Stakeholder Engagement:

<p>Government Relations:</p> <ul style="list-style-type: none">• Maintain regular communication• Participate in policy feedback sessions• Share success stories and learnings• Contribute to ecosystem development• Support fellow entrepreneurs <p>Mentor Network:</p> <ul style="list-style-type: none">• Build long-term relationships• Seek ongoing guidance and advice• Offer assistance to other startups• Participate in mentor programs• Become a mentor for future cohorts
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Success Metrics and Reporting:

<p>Performance Tracking:</p> <ul style="list-style-type: none">• Monitor key performance indicators• Maintain detailed financial records• Track milestone achievement• Document lessons learned• Prepare regular progress reports <p>Impact Measurement:</p> <ul style="list-style-type: none">• Quantify business growth metrics• Measure social and economic impact• Document job creation numbers• Track technology development milestones• Assess market penetration progress
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SCHEME APPLICATION CHECKLIST

Pre-Application:

- ☐ **Scheme research and selection** completed
- ☐ **Eligibility criteria** thoroughly reviewed
- ☐ **Required documents** compiled and verified
- ☐ **Business plan** prepared and reviewed
- ☐ **Financial projections** validated
- ☐ **Team profiles** updated and relevant
- ☐ **Market research** comprehensive and current

Application Submission:

- ☐ **Online portal registration** completed
- ☐ **Application form** filled accurately
- ☐ **Documents uploaded** in correct format
- ☐ **Application fee** paid (if applicable)
- ☐ **Submission confirmation** received
- ☐ **Reference contacts** informed and prepared

Post-Submission:

- ☐ **Application status** tracked regularly
- ☐ **Additional information** provided promptly
- ☐ **Evaluation interview** prepared thoroughly
- ☐ **Due diligence materials** organized
- ☐ **Follow-up communication** maintained professionally

This Government Schemes Guide is compiled by SAKEC E-Cell based on official government sources and successful application experiences.

Updates and Notifications:

- Scheme guidelines change frequently
- New programs launched regularly
- Application deadlines vary by program
- Contact relevant authorities for latest information

Contact for Application Support:

- Email: schemes-support@sakecentreprenurshipcell.com
- Phone: +91 98765 43210
- Website: www.sakecentreprenurshipcell.com

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