

# **Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance**

## **Details (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

The "Scheme for Assistance for Start Ups/ Innovation" is an umbrella scheme launched by the Industries and Mines Department, Gujarat under the Gujarat Industrial Policy. Effective from August 7th, 2020 to August 6th, 2025, it aims to drive economic growth by generating jobs, fostering competition, and introducing next-gen solutions. The scheme is aimed at promoting new developments by reducing the financial burden on eligible projects during their establishment phase.

## **Objectives (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- Effective from August 7th, 2020 to August 6th, 2025, it aims to drive economic growth by generating jobs, fostering competition, and introducing next
- gen solutions. The scheme is aimed at promoting new developments by reducing the financial burden on eligible projects during their establishment phase.

## **Important Features (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- The component "Sustenance Allowance", provides financial relief to developers who have paid Stamp Duty on the purchase of land required for a new unit/project.

## **Benefits (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- Financial Assistance: ■20,000/
- per month for one year based on eligibility. Encouragement for Women Entrepreneurs: ■25,000/
- per month for startups with a woman co
- founder.

## **Eligibility (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- Any individual or group of individuals with an innovative idea or concept, recommended by an approved Nodal Institution, is eligible. The scheme is open to startups in any sector or branch of science, technology, engineering, agriculture, healthcare, etc., making it sector
- agnostic. Note: Startups availing benefits under the Student Startup and Innovation Policy (SSIP) are also eligible.

## **Application Process (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- Registration Process: Step 1: Visit the online portal and click on the "Register" button, located at the top right corner.
- Step 2: Enter Email ID and click on Next button.
- Verify the details and click on "Submit" to get registered on portal.
- Step 3: Upon login, fill in the details on Common Application Form.
- Click on "Sign Up".
- Application Process: Step 1: Visit the online portal and c lick on Login button.
- Enter Registered Email ID and Password and click on the "Sign In" button Step 2: In "Dashboard" section fill in all the required details.
- Step 3: Click on Apply Now Icon located at Dashboard of User.
- Step 4: From the list Select the Scheme and Fill the Application details.

- Contact Us: Startup Gujarat Cell Office of Industries Commissionerate Block No: 1, 3rd Floor, Udhog Bhavan, Sector: 11, Gandhinagar - 382010 Gujarat, INDIA.
- 079-23252588 / 1800-233-0616 [icstup@gujarat.gov.in](mailto:icstup@gujarat.gov.in)

## **Documents Required (Scheme for assistance for Start Ups/ Innovation: Sustenance Allowance)**

- ■ Pitch presentation with following details: Problem statement Objective for the startup or innovation Description of product/ service How does it work? USP/Uniqueness of the product/service Target market and customers Competition analysis – key competitors
- advantage of product/ service over competition etc. Detailed project cost breakup Tentative action plan for the next 3-5 years Revenue projections for the next 3-5 years ■ Technical feasibility/ product testing report / certification (if any) ■ Financial feasibility report / certification (if any) ■ Evaluation matrix by Nodal Institution ■ Recommendation form by Nodal Institution (revised format is attached for reference)
- Undertaking

Document generated on 2025-11-15.