

मध्यप्रदेश शासन
सूक्ष्म, लघु और मध्यम उद्यम विभाग
मंत्रालय, भोपाल

// आदेश //

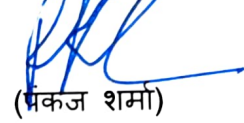
भोपाल, दिनांक 24/06/2025

क्रमांक एफ-एसएमई/0092/2025/1/65: राज्य शासन एतद द्वारा "मध्यप्रदेश स्टार्टअप नीति एवं कार्यान्वयन योजना, 2025" की कंडिका क्रमांक-5 एवं 13 के प्रावधान के तहत स्टार्टअप्स/इन्क्यूबेटरों मेजबान संस्थान/गैड इनोवेशन चैलेंज/नवाचारियों आदि को नीति में प्रावधानित सहायता के अनुमोदन/स्वीकृति के लिए संलग्न परिशिष्ट अनुसार विस्तृत दिशानिर्देश, मानक संचालन प्रक्रिया (एस.ओ.पी.) और आवेदन पत्रों के प्रारूप जारी करता है।

संलग्न:- उपरोक्तानुसार

मध्यप्रदेश के राज्यपाल के नाम से

तथा आदेशानुसार


(प्रकाश शर्मा)

उप सचिव

मध्यप्रदेश शासन

सूक्ष्म, लघु और मध्यम उद्यम विभाग

भोपाल दिनांक 24/06/2025

पृ. क्रमांक एफ-एसएमई/0092/2025/1/65

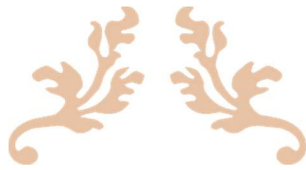
- 1 निज सहायक, माननीय मंत्रीजी, सूक्ष्म, लघु और मध्यम उद्यम विभाग, मंत्रालय, भोपाल।
- 2 अपर मुख्य सचिव, म.प्र.शासन, मुख्यमंत्री कार्यालय, मंत्रालय, भोपाल।
- 3 निज सहायक, प्रमुख सचिव, म.प्र.शासन, सूक्ष्म, लघु और मध्यम उद्यम विभाग, मंत्रालय, भोपाल।
- 4 आयुक्त एमएसएमई मध्यप्रदेश, उद्योग संचालनालय, भोपाल।
- 5 आयुक्त, जनसम्पर्क, मध्यप्रदेश, भोपाल।
- 6 उप सचिव, म.प्र.शासन, मुख्य सचिव कार्यालय, मंत्रालय, भोपाल।
- 7 नियंत्रक, शासकीय मुद्रण एवं लेखन सामग्री, भोपाल की ओर मध्यप्रदेश साधारण राजपत्र के आगामी अंक में प्रकाशनार्थ।

की ओर सूचनार्थ प्रेषित।


उप सचिव

मध्यप्रदेश शासन

सूक्ष्म, लघु और मध्यम उद्यम विभाग



PROCEDURE & GUIDELINES

For Implementation of “Madhya Pradesh Startup Policy & Implementation Scheme, 2025”



Government of Madhya Pradesh
Department of Micro, Small and Medium Enterprises
As on 24-06-2025

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Government of Madhya Pradesh
Department of Micro, Small and Medium Enterprises
Procedure and Guidelines for Implementation of “Madhya Pradesh Startup Policy and Implementation Scheme, 2025”

A. Process Flow for Startups and Incubators applying for Financial Assistance

(As per clause 9, 10 & 11 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

1. Startups shall login with Startup India login user id and password on Startup.mp.gov.in, while incubators will login with the id and password provided by MPSC.
2. Once logged in, on Startup MP portal, startups and incubators must complete and submit the profile as provided on the portal.
3. After successful completion of the profile, Startups and incubators may choose to apply for financial assistance, as per the list and submit the completed form on the portal.
4. Once the complete form is submitted, application form will be reviewed, and due diligence will be conducted by the Madhya Pradesh Startup Centre (MPSC). Incomplete applications will not be taken into consideration.
5. Based on the review, the Competent authority MPSC will forward the application along with due-diligence report and findings to Managing Director, Madhya Pradesh Laghu Udyog Nigam for consideration.
6. After consideration, MD, MPLUN shall present the applications for the decision to Principal Secretary, MSME, GoMP
7. On the approval of the application through PS MSME, the copy of decision order will be uploaded on the Startup MP Portal and MD, MPLUN will issue the sanction order and move the application for disbursement.
8. MPLUN will disburse the sanctioned assistance fund and MPLUN/MPSC will communicate the same to the beneficiary through the portal.
9. Application timeline shall be as per the chart mentioned in clause B.
10. An appeal against the decision of the PS MSME shall lie before the Administrative Department within 90 days from the date of receipt of the decision, the department may condone the delay (if any) on merits. The decision of the Administrative Department shall be final.

B. Application Process Flow Timelines – As per assistance under MP Startup Policy and Implementation Scheme, 2025

For clause no: 9.1.1 as per MP Startup Policy and Implementation Scheme, 2025

- *9.1.1 –: Madhya Pradesh Startup Seed Fund Assistance*

| Column → | (1) | (2) | (3) | (4) | (1+2+3+4) | |
|--|--|---|--|--|--|--|
| Assistance Paragraph as per MP Policy and Implementation Scheme 2025 | Mapping of application by MPSC to Empanelled Incubator (No. of Working Days) | Application Review by Empanelled Incubator and forwarding to MPSC (No. of Working Days) | MPSC to conduct due-diligence and forward the application to SSC (No. of Working Days) | SSC to recommend application through MD, MPLUN to PS, MSME (No. of Working Days) | Total Number of Working Days to submission to PS | Total Working days from application submission to final decision |
| 9.1.1 | 10 | 30 | 15 | 5 | 60 | 75 |

For clause no: 9.1.3, 9.1.4, 9.2, 11.2 as per MP Startup Policy and implementation scheme 2025:

- *9.1.3: Assistance on Investment / Loan received*
- *9.1.4: Loan to Startup through bank under Mukhyamantri Udyam Kranti Yojana (On receiving loan from MMUKY – additional support under 9.1.3)*
- *9.2: Operational Assistance to Startups*
- *11.2: Event Organising Assistance to Incubation Centre*

| Column → | (1) | (2) | (3) | (4) | (5) | (6) |
|---|---|---|--|--|--|--|
| Assistance Paragraph as per MP Policy and Implementation Scheme 2025 | No. of Working Days (Review @ MPSC level) | Clarification by Applicant (Working Days) | Number of working days for forwarding completed Application from MPSC to MD, MPLUN | Number of working days for forwarding Application from MD, MPLUN to PS, MSME | Total working days to Issuance of Sanction Letter/Disposal after receiving of decision from PS | Total Working days from application submission to final decision |
| <ul style="list-style-type: none"> • For clause no: 9.1.3, 9.1.4, 9.2, 11.2 | 8 | 7 | 15 | 7 | 3 | 45 |

1. Financial Assistance to Startups

(As per paragraph 9 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

1.1. Madhya Pradesh Startup Seed Fund Assistance (MPSSFA)

(As per paragraph 9.1.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Process for Madhya Pradesh Startup Seed Fund Assistance:

- i. Online Applications will be invited from incubators across the State to get empaneled for processing the MPSSFA by Madhya Pradesh Startup Centre (MPSC) on Startup.mp.gov.in
- ii. Incubators will be evaluated through Startup Standing Committee (SSC) based on the parameters as mentioned in Annexure 4
- iii. After the screening and due diligence of the incubator empanelment applications received by the MPSC, the applications along with its report will be presented before the SSC. After that, incubators will be empaneled as per the policy provisions.
- iv. Eligible startups fulfilling the eligibility criteria as mentioned in Annexure 4, shall apply for MPSSFA on the Startup MP portal by filling the relevant complete forms.
- v. MPSC will map the application to empaneled incubators for application evaluation. Empaneled Incubators through its ISEC (Incubator Startup Evaluation Committee) will review and evaluate the application based on the criteria as laid down in Annexure 4 and submit the report to MPSC.
- vi. Based on the report submitted, MPSC will conduct further due diligence on the application received and submit the consolidated report to SSC.
- vii. SSC will further recommend the application to the competent authority for further approval.
- viii. In the event the competent authority determines that none of the shortlisted Startups are suitable for seed funding grant, they reserve the right to reject all such shortlisted startups without the obligation to assign any reason for such rejection.
- ix. A Startup applicant, if rejected, may apply afresh after 6 months from the date of rejection on the portal. The applicant startup can apply for maximum 2 times for the MPSSFA.
- x. On the approval of the application from the competent authority, the copy of decision order will be uploaded on the Startup MP Portal by MPSC and MD, MPLUN will issue the sanction order and move the application for disbursement.
- xi. MPLUN will disburse the sanctioned assistance fund to the beneficiary.
- xii. MPSC will communicate to the beneficiary. In-case the fund is sanctioned in tranche, MPSC will monitor the progress and send the report to MD, MPLUN. If the report is found satisfactory, then, MPLUN will disburse the next tranche.

1.2 Startup Investment Capital Fund

(As per paragraph 9.1.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Selection of Alternative Investment Funds under the Capital Fund Scheme, GoMP

- i. Proposals will be invited from interested bidders/AIFs to receive a corpus fund from the Government of Madhya Pradesh (GoMP) for the purpose of supporting emerging startups in the state through venture investments. The Government of Madhya Pradesh, via MPLUN, shall be a limited partner in the empanelled AIFs, subject to the terms and conditions which, inter alia, includes, the Alternative Investment Fund shall invest an amount, which includes its own contribution at least equal to the one invested by the contributor (MPLUN), in the MP based Startups.
- ii. MPLUN will float Request for Proposal (RFP) as and when required for inviting eligible bids from SEBI accredited Alternative Investment Funds (AIFs) for receiving funds from Government of Madhya Pradesh (GoMP) in the capacity as Limited Partner to invest in Startups from MP. The eligibility screening and due-diligence of the AIFs will be done during the empanelment process by the PMU/experts at MPSC and/or other external experts as required and the selection and amount

of investment allotted for each AIF shall be determined based on the multiple factors such as nature of the fund, past performance, and other matters, including but not limited to the matters stated.

- iii. Shortlisted application shall be presented to SSC. SSC will further evaluate and recommend the application for final approval to the administrative department through MD, MPLUN. The decision of the administrative department shall be considered final.

b. In case of non-Execution of agreement by empanelled / shortlisted AIFs:

- i. If any empanelled/shortlisted Alternative Investment Fund (AIF) fails to execute or fulfil the terms & conditions of the agreement/s with MPLUN within the specified timeframe, administrative department shall have the right to stop further proceeding.

1.3 Assistance on Investment/Loan received

(As per paragraph 9.1.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms and Conditions:

The startup will have to fulfil the following conditions to be able to avail of the financial assistance

- i. The loan repayment period should not be less than one year.
- ii. This assistance will not be payable for CC limits / overdrafts.
- iii. The assistance will be payable on receipt of loan/CCD, equity funding/ investment received by Startup under any State and Central Government schemes and/or from financial institutions, banks, or alternative investment funds recognized by SEBI or RBI, but it will not be payable on any kind of grant.
- iv. Angel Investments will not be considered eligible under this assistance.
- v. The investment / loan / CCD, sanctioned and disbursed to Startup shall not be before 24th February 2025.
- vi. This assistance can be availed only four times, including any such assistance received under the previous policy.
- vii. The status-quo of the share-holding of the startup must be maintained between date of investment sanctioned to the date of assistance application.
- viii. Applicant must apply for this assistance within 6 (six) months from the date of investment/disbursement received in the bank account. Relaxation with regards to time-limit for special cases may be considered by Commissioner, MSME.

1.4 Loan to Startup through bank under Mukhyamantri Udyam Kranti Yojana

(As per paragraph 9.1.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

General Information:

- i. Startup can apply in Mukhyamantri Udyam Kranti Yojana on samast.mponline.gov.in or any other portal as per departmental guideline.
- ii. Startups will have to follow the eligibility and guidelines as defined in Mukhyamantri Udyam Kranti Yojana.
- iii. Once the loan is received, the process will follow as per 1.3 (Terms and conditions for provision no: 9.1.3).

1.5 Promoting Entrepreneurship - Entrepreneur- in- Residence (EIR) Assistance

(As per paragraph 9.2.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms and Conditions:

- i. Startups can avail this assistance only once during the policy period.
- ii. Amount will be disbursed in monthly tranches
- iii. Updated quarterly progress reports will need to be submitted by startups, to get the subsequent tranche.

1.6 Product/Prototype Assistance

(As per paragraph 9.2.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms and Conditions:

- i. Startups must submit an Acknowledgement letter / Association Agreement / Certificate from the State or Central govt. Institutions/Colleges /University / Technology Centre/ Training Institutes/ Research Organisations, mentioning the service or support they have provided along with the cost incurred and TRL (Technology Readiness Level) on the official letterhead of the institutions/colleges/university/Technology Centre/ Training Institutes/Research Organisations
- ii. Startup must also submit the relevant invoices and receipts with an authorized seal and signature from the research organisation. Bank Statement showing amount transferred by the startup from startups bank account.
- iii. Startups must submit a detailed project report/product brief/pitch deck regarding the product/prototype developed highlighting its objective, technology details, market size, plan/activities undertaken for commercialization or any other relevant details.
- iv. Undertaking that the startup has not so far claimed and will not claim any sort of reimbursement costs from any other organizations/ govt. bodies for the same activity.

1.7 Patent Assistance

(As per paragraph 9.2.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. The startup will be eligible for this assistance only after the patent is granted in the name of the startup.
- ii. The startup must have obtained the granted patent during the policy period.
- iii. Only payments made from the startup's bank account towards filing fees, attorney fees, search fees, maintenance fees for obtaining the granted patent will be considered eligible for reimbursement under this assistance.
- iv. Startups availing incentives under this scheme should not have availed similar incentives under any other State/ Central Government policy/scheme.

1.8 Lease Rental Assistance

(As per paragraph 9.2.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. Payments made by startups, to the owners of the premises, has to be done through bank transactions and should be in sync with the terms of the agreement. Any bulk transactions should also follow the same principle. Cash transactions will not be eligible for the assistance.

- ii. The Lease Rent agreement has to be in the name of the startup entity.
- iii. GIS Location//Geo tagged Picture of the leased premises.

1.9 Online Advertising Assistance

(As per paragraph 9.2.5 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. Startups will be eligible to claim reimbursement for expenses under this assistance incurred during the policy period on advertising platform as mentioned in the MP Startup Policy and Implementation Scheme, 2025 or any further list notified by the department from time to time.
- ii. Detailed statement of expenditure with copies of receipts & invoices of all expenses clearly showing the names and dates of the expenses' details must be presented. Receipts & Invoice must be in the name of the startup. Startup's bank statement highlighting the relevant payments made.
- iii. Startups availing incentives under this scheme should not have availed similar incentives under any other State/ Central Government policy. Further, Startups availing incentives under this scheme will also not be eligible to avail similar incentives under any other State / Central Government policy.

1.10 Event Participation assistance

(As per paragraph 9.2.6 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. Startup focused event means a public event conducted/organised for providing startups with market access, funding opportunity, networking, etc and fostering startup ecosystem. Supporting documents must have a mention of startup as one of the categories as an invitee/exhibitor/participant/beneficiary.
- ii. Startup can claim reimbursement for domestic or international: travel cost by public transport (air, rail, road or water), participation fees (registration charges/entry fee/pass/delegate fee), lodging cost during the event and stall rental charges. Any payments made in foreign currency must be accompanied by a currency conversion receipt / any proof for the rate of conversion.
- iii. Maximum two founders/directors/partners per startup per event can claim the reimbursement with regards to travel, lodging and participation fee.
- iv. Startups can avail this incentive only once in a financial year and a maximum of twice in policy period.
- v. Startups shall submit post events report and all relevant documents along with application form within 30 days from the conclusion date of the event.
- vi. Prior intimation of minimum 7 days before the event to Competent authority, MPSC is required.

2. Special Package for Product-based Startups

(As per paragraph 10 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

2.1. Training Expenditure Reimbursement

(As per paragraph 10.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. The assistance is available only for 'product-based startups' as defined in Provision No. 7.6 of Madhya Pradesh Startup Policy 2025.
- ii. This assistance will be provided for maximum 25 new employees.

- iii. This assistance will be available only to the full-time employees domiciled in Madhya Pradesh and will be subject to all relevant and prevailing central and state government rules and regulations, including but not limited to, the labour and industry laws.
- iv. Along with Udyam Registration, proof of date of start of commercial production will need to be established basis the first sales invoice etc.

2.2. Employment Generation Assistance

(As per paragraph 10.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. The assistance is available only for 'product-based startups' as defined in Provision No. 7.6 of Madhya Pradesh Startup Policy 2025.
- ii. This assistance will be subject to all relevant and prevailing central and state government rules and regulations, including but not limited to, the labour and industry laws.
- iii. This assistance will be available only to the full time employees
- iv. Along with Udyam Registration, proof of date of start of commercial production will need to be established basis the first sales invoice etc.
- v. Startup can apply for this assistance on a quarterly basis.

2.3. Exemption on Electricity Duty for Product Based Startups

(As per paragraph 10.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. The assistance is available only for 'product-based startups' as defined in Provision No. 7.6 of Madhya Pradesh Startup Policy 2025.
- ii. The electricity connection must be in the name of the startup entity.
- iii. Startup shall directly apply to the concerned department at the time of obtaining new electricity connection.

2.4. Reimbursement Support for Electricity Tariff for Product Based Startups

(As per paragraph 10.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. The assistance is available only for 'product-based startups' as defined in Provision No. 7.6 of Madhya Pradesh Startup Policy 2025.
- ii. The electricity connection must be in the name of the startup entity.
- iii. The new electricity connection shall be obtained after date of DPIIT recognition.
- iv. In reference to point 10.4 of MP Startup Policy and Implementation Scheme, 2025, the units recorded in the consumer's meter is displayed in the consumer's bill from where it may be picked and subsequently reimbursement of Rs. 2/unit will be provided.
- v. Along with Udyam Registration, proof of date of commercial production will need to be established basis the first sales invoice etc.

3. Financial Assistance to Incubators

(As per paragraph 11 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

3.1. Assistance for setting up a New Incubator Centre

(As per paragraph 11.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Eligibility for submitting proposal for establishing a New Incubator

- The Host Institute (Applicant) that can apply for setting up an incubator will be as per the definition mentioned in the MP Startup Policy and implementation Scheme 2025. The host institute is supposed to have adequate expertise and infrastructure to support incubation activities.
- The applicants must be legal entities, which include Societies registered under the Societies Registration Act 1860, Trusts registered under the Indian Trusts Act 1882, Section 25 or Section 8 companies registered under the Companies Act 1956 or Companies Act 2013 respectively, statutory bodies i.e. entities created through Acts of Parliament. It is to be noted that no change in the applicant's legal entity will be allowed at any stage in the application or during the project.
- In case, the host institute is other than an academic institution, it should be a legal entity registered (as mentioned in the above point) in Madhya Pradesh.
- All applicants under this assistance must have a minimum of 5 years of existence at the time of application or the last date for the call of application. This will not apply to entities created by the central government or state governments.
- A pure R&D proposal for academic pursuits and industrial consultancy will not be eligible for support.
- The proposals which are not complete or do not meet eligibility criteria will not be considered.
- Consortiums and Joint ventures are not allowed to apply in this scheme.
- Land and Building cost shall not be considered as applicants' contribution under the project cost and will not be covered in this scheme as grant.
- Proposed Incubators are encouraged to focus on a limited number of sectors, which align with their core strengths. The proposed new incubator should have up to a maximum of three primary sectors of focus.

b. Submission of Application form

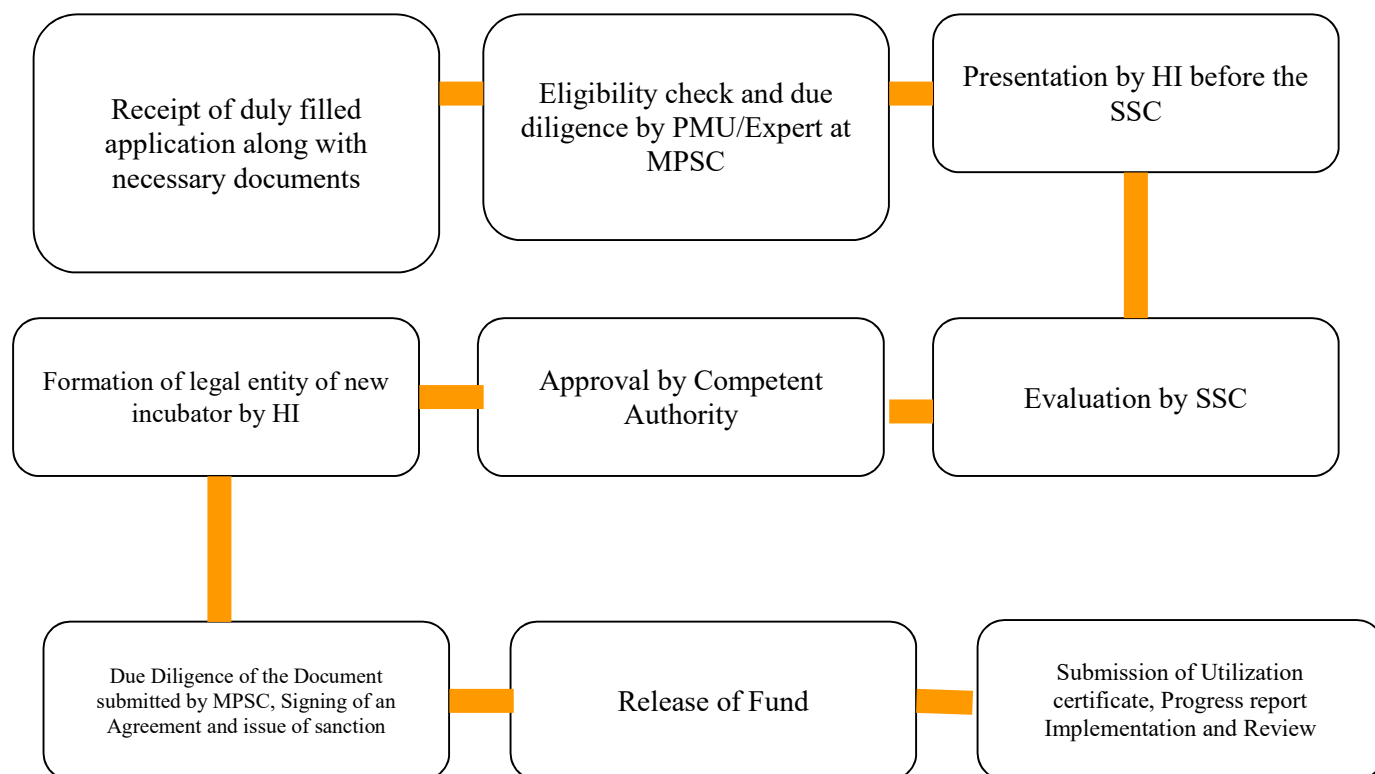
- i. Application form in the prescribed proforma shall be submitted on startup.mp.gov.in along with necessary enclosure. The proposal should be forwarded by the Head of the Host Institute.
- ii. Enclosure to be submitted with the proposals by the Host Institutes
 - Registration certificate of the host institute
 - Memorandum of Association and Article of Association of the Host Institute
 - Audited Statement of Accounts for the last 3 years
 - Annual report for the last 3 years (If Available)
- iii. The following broad parameters may be used for evaluation of the proposals:
 - Preparedness of Host Institute (HI) for hosting incubator
 - Past track record of HI in promoting startups and innovations, industrial tie-ups.
 - Strength of Team proposing incubator.
 - Approach and Methodology to be adopted, innovative content and pipeline of potential incubates.
 - Assessment of realization potential of projected milestones, co-funding and sustainability of incubator.

c. Acceptance and Processing of Application

The Proposal can be received once a year when the call for proposal is announced by Madhya Pradesh Startup Centre.

d. Evaluation of Proposal

- i. The proposals will be evaluated based on the merit and the capabilities of the Host Institution in promoting innovation and entrepreneurship.
- ii. Eligibility check shall be conducted by the Project Monitoring Unit or experts at the Madhya Pradesh Startup Centre.



- iii. SSC will be responsible for the overall monitoring of the assistance for setting up a new Incubator Center. The SSC will recommend the applicant host institute proposals to the competent authority for final approval. The SSC with the support of Project Monitoring Unit or experts at MP Startup Centre will monitor and take all necessary measures for efficient implementation of assistance for setting up a new Incubator Center

e. Prerequisites for Release of Funds

- i. Once the proposal for establishing the incubator is agreed in-principle by the competent authority, the process for the sanction of incubator establishment and subsequent release of funds would be taken up after ensuring that following preliminary actions are taken by the Host Institution:
 - a. Registration of proposed incubator as not-for-profit society/trust or a section 8 company by the Host Institution.
 - b. Creation of a separate interest-bearing bank account under the name of registered incubator.
 - c. Earmarking of a minimum of 5000 sq. ft of built-up and furnished space for hosting the incubator. The SSC may examine higher or lower requirements of space on a case-to-case basis.
 - d. The minimum period of lease for which the HI should provide land & building is 10 years. A commitment letter from HI for leasing out of furnished space should be submitted along with the application.
 - e. Commitment to on-board full time professional team with a full time Head/CEO, and an incubation manager/ecosystem enabler (these two resources should not be faculties and should have experience in startups/startup ecosystems) within 6 months from the date of approval.
 - f. Representative from the Department of MSME shall be a member of newly established governing body of the Incubator.

f. Implementation

- i. After in-principal approval of the competent authority for supporting a new incubator establishment the grant for the new incubator would be released only after ensuring that all prerequisites have been fulfilled.
- ii. The incubator will be administered by a Governing Body/ Board chaired by the Head of the Host Institution. The Governing Body of the incubator should meet every 3 months to review the progress of the incubator and provide policy guidelines for the operations of the incubator. HI and incubator should ensure that the operations of incubator are in line with the sanctioned proposal and activities are tailored to attain projected milestones. The Host Institute should provide adequate autonomy and flexibility to the Chief Executive Officer (CEO)/Head of the incubator for making speedy & transparent decisions.
- iii. The incubator would work on a transparent system for selection of incubates. The incubates should be admitted fulfilling the shortlisting criteria as laid down by the incubator. Incubators should execute appropriate agreement with incubates.
- iv. Structure of Incubator: The Incubator should have a capacity to incubate at least 10 startups at a time. It should have common facilities, labs, 'Design, Dies & Development (3D)' rooms, meeting rooms, video conferencing facility, high bandwidth net/WIFI, co-working space, recreational facilities, etc.
- v. Each incubator is required to have a website of its own with details of it incubates, program should be updated on a regular basis (at least quarterly). Incubator must mention Madhya Pradesh Startup Centre and Department of MSME, GoMP logo on its website and in the incubator centre under "Supported and funded by".

g. Monitoring

- i. The incubator shall be ready to be operational within 6 months from the date of receiving the grant (first tranche) and must target to nurture and incubate around 50 startups in the incubator in the span of 3 years of operations.
- ii. The continuation of support and subsequent tranche for establishment is entirely performance based and will be reviewed by SSC quarterly. In case of significant shortfall in the progress, the support may also be terminated mid-term.
- iii. It is expected from the host institute that they must commit to run the incubator for 3 years under this project from the date of disbursement. Self-sustainability shall be a key evaluation parameter to receive any other support under this policy apart from establishing grant-in-aid.

h. General Guidelines

- i. To apply for a hosting incubator, the host institution should fulfil the criteria of eligibility as given in para 1 of 3.1 of the guidelines of this assistance.
- ii. Host Institute (HI) will require a resolution to be passed by the governing board highest authority of the HI, specifying that HI agrees to host the incubator and provide 5,000 sq. ft of built-up space to host the incubator. The proposed incubation space will have an incubation facility, prototyping laboratory, meeting rooms, recreational facilities etc.
- iii. The operational/recurring cost contribution to run the incubator shall be provided/arranged by the Host Institute and must be mentioned in the budget proposed along with means of financing of recurring cost.
- iv. The incubator may apply separately apply for other assistance under subjected to eligibility as defined under MP Startup Policy and Implementation Scheme, 2025
- v. An agreement will be signed by Madhya Pradesh Startup Centre on behalf of Madhya Pradesh Laghu Udyog Nigam before the release of first tranche.
- vi. The furnished space provided to the incubator by the Host Institute should be on a long-term lease basis and in the name of a new entity created for the Incubator. The minimum period of lease for which the HI should provide land & building is 10 years and HI should ensure that it will continue to provide support beyond the initial lease period. The commitment letter should be enclosed for the same.

- vii. The following elements shall not be allowed to be included in the capital/non-recurring contribution of the project cost itself (irrespective of whether it's the contribution of the applicant or GoMP):
- o Cost of purchasing land, building (shell and core construction), purchase of vehicles, etc.
 - o Rental expense is not allowed to be a part of the project cost.
 - o Notional Rental/lease expense / EMI being paid against the space which is owned by the host institution.
 - o Any machinery/infrastructure which was already present with the host institution before receiving the Grants-in-Aid from GoMP cannot be considered as a part of the project cost for setting up the incubator.
 - o Any kind of recurring cost such as manpower, travel, Cost of hiring, external agency/consultant, consumables, marketing, advertisement, training, events, and any other administrative expense, etc.
 - o Cost of any fee paid to any external agency/individual(s) for the preparation of the application for incubation centre.
 - o Expenses such as new entity registration charges, seed money for the bank accounts, and other similar expenses for incorporation of the new entity
- viii. The grant being released should be exclusively spent for the specified purpose for which it has been sanctioned within the stipulated time. Any unspent balance out of the amount sanctioned, including interest accrued, would be refunded to the Madhya Pradesh Laghu Udyog Nigam.
- ix. The incubator shall be ready to be operational within 6 months from the date of receiving the grant and must nurture and incubate around 50 startups in the incubator in the span of 3 years of operations.
- x. The grantee shall furnish to Madhya Pradesh Laghu Udyog Nigam, utilization certificate and an audited statement of accounts pertaining to the grant as per the prevalent financial rules of Government of Madhya Pradesh.

i. Funding Support:

- i. Successful applicants would be provided grants-in-aid to set up the incubator up to Rs 50 Lakhs (inclusive of incubation space and lab facilities are established, exclusive of building and land cost) to cover the capital expenditures.
- ii. Key aspects of capital funding based on the category of an applicant is as below:

| Type of Applicant | Matching Contribution | Maximum Capital Grant-in-aid |
|--|--|---|
| 1. Government: Academic/ R & D/ Non-Academic | No Matching contribution applicable | 100%, Up to Rs. 50 Lakh for establishing a minimum 5000 sq.ft. incubator, including incubation space, with lab facility. |
| 2. Private: Academic/R&D / Non-Academic | 50 % contribution from the host institutes | 50 %, Up to Rs. 50 Lakh, for establishing a minimum 5000 sq.ft. incubator, including incubation space, with lab facility. |

3.2. Event Organising Assistance to Incubation Centre

(As per paragraph 11.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. Incubators complying with the definition of "Incubator" mentioned in definition clause 7.3 and follows the "terms and conditions for the incubator" as given in provision no. 11 of the Madhya Pradesh Startup Policy and Implementation Scheme 2025.
- ii. The assistance will be provided for organizing startup focused events.
- iii. Maximum reimbursement of up to ₹5 lakhs per event will be provided, subject to an annual limit of ₹20 lakhs in total assistance.

- iv. The amount of assistance will not exceed the amount contributed by the incubator for the event.
- v. Incubator must inform about the event at least 15 days prior to MPSC. Also, they must officially invite the competent authority from the MPSC/MPLUN.

3.3. Incubation Center Upgradation Support

(As per paragraph 11.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

Terms & Conditions:

- i. Incubators complying with the definition of “Incubator” mentioned in definition clause 7.3 and follows the “terms and conditions for the incubator” as given in provision no. 11 of the Madhya Pradesh Startup Policy and Implementation Scheme 2025.
- ii. Incubator shall apply for this assistance within 90 days from the date of purchase of the essential machines/equipment like fab lab instruments, 3D printers, and related operational software.

4. Special Programs for Startups

(As per paragraph 12 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

4.1. State-Level Innovation Challenge

(As per paragraph 12.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Stakeholders

- i. Madhya Pradesh Startup Centre – Nodal agency for implementation.
- ii. State Government Departments – Provide problem statements and recommendations on submitted concepts.
- iii. Applicant Entities – Startups, universities, research institutions, incubators, and corporates submitting innovative concepts.
- iv. Startup Standing Committee (SSC) – For assessment, evaluation and shortlisting of applications. SSC will monitor and report to SLEC.
- v. State Level Empowered Committee (SLEC) – Structure of SLEC as defined in the MP Startup Policy and Implementation Scheme, 2025. For final approval of applicants participating and for overall monitoring.
- vi. Madhya Pradesh Laghu Udyog Nigam - For Disbursement of fund to selected applicant

b. Problem Identification & Call for Concepts

- a. Problem Statement Definition
- b. Call for Concepts

c. Evaluation & Selection Process

- a. Screening & Departmental Review
- b. State level Empowered Committee (SLEC)

d. Funding & Implementation

- a. Financial Assistance Structure

- i. Each selected concept will receive financial assistance of maximum up to ₹1 crore, disbursed in a maximum of four phases, based on milestone defined and achieved:

| Phase | Funding (%) | Milestone |
|---------|-------------|-------------------------------------|
| Phase 1 | 20% | Approval and project initiation |
| Phase 2 | 30% | Completion of prototype development |
| Phase 3 | 30% | Pilot implementation and testing |
| Phase 4 | 20% | Final validation and deployment |

b. Monitoring & Reporting

e. **Post-Project Support & Scale-Up**

f. **Compliance & Documentation**

4.2. Madhya Pradesh Startup Centre Acceleration Program (MPSAP)

(As per paragraph 12.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Introduction

Acceleration programs are short to medium term (Minimum 12 weeks) mentoring programs to support startups with business expansion once they have scaled up from an idea to formal product launch in the market.

The Madhya Pradesh Startup Centre, under the aegis of MPLUN will run MP Startup Acceleration programs annually through empanelled incubators to accelerate around 15 startups per program. These programs will serve as a bridge from incubation to market entry, offering resources that complement and enhance the capabilities of existing incubators to assist startups in scaling their operations.

The MP Startup Accelerator assistance is specifically crafted to assist entrepreneurs and startups that are already showing market promise, providing them with a well-structured support system that includes deep mentoring, funding opportunities, and connections to vital market networks, all aimed at facilitating their growth and scaling efforts.

b. Objectives:

- The aim is to accelerate the growth trajectory of potential startups of MP by delivering targeted mentoring and networking assistance swiftly through the incubators in MP
- This program is envisioned to enable MP based startups with high potential to accelerate their growth for greater market exposure and validation.

c. Sector Focus:

Madhya Pradesh startup accelerator program will support both sector specific (as per priority sector mentioned in Appendix I of MP startup Policy and Implementation Scheme, 2025) and sector agnostic accelerator programmes.

d. Eligibility Criteria for Incubators

The eligibility criteria for an incubator to apply in the Madhya Pradesh Startup Accelerator Program to get empanelled will follow the terms and conditions as given in provision no. 11 of the Madhya Pradesh Startup Policy and Implementation Scheme 2025, along with any additional criteria as may be decided by the Startup Standing Committee (SSC)

e. Selection Process for Incubators

- i. Online Applications will be invited from incubators across the State to get empanelled under MPSAP on Startup.mp.gov.in.
- ii. Incubators will be evaluated by the SSC based on following parameters:
 - Fulfilment of terms & condition as mentioned in the provision no. 11 of MP Start Policy and Implementation Scheme, 2025
 - Quality of the team of Incubator
 - Available infrastructure, testing labs etc.
 - Design of the program preparedness and experience of the incubators and its team to run the program
 - Quality of the Evaluators and Mentors associated with running the program
 - Strength of the program/external Partner (s) to attract and add value to the startups
 - Ability of the incubator to run the Accelerator Program to achieve the overall objectives and targets.
 - Experience of the incubator in providing grants, seed fund and external funding
 - Case studies of incubator supporting its existing / graduate incubates in the acceleration of the startup
- iii. Application form from the incubators shall be evaluated based on the merit and the capability of the incubator in helping achieve the objectives of MPSAP, in efficiently managing the programs, and supporting potential startups. The evaluation is done by the SSC, and the competent authority shall take a final decision to support the Accelerator Program based on the recommendation of the SSC.
- iv. The Project management unit (PMU) or experts on behalf of Madhya Pradesh Startup Centre will conduct the overall eligibility check and due diligence of the proposals received and will share the details to SSC. The PMU or experts can ask for additional documents from the incubator if required. The SSC shall, at its discretion, review and evaluate the cases of the recommended incubator proposals. After due consideration SSC will shortlist the proposal. and present to the competent authority for final approval
- v. The competent authority reserves the right to reject all such shortlisted incubators proposals without the obligation to assign any reason for such rejection. The decision of the competent authority shall be final and binding in all respects.
- vi. Preference will be given to incubators empanelled with MPSC for Madhya Pradesh Startup Seed Fund Assistance
- vii. Madhya Pradesh Startup Centre on behalf of MPLUN shall execute an undertaking with the selected incubator/s before the release of the first instalment. MPSC will ensure that the necessary terms and conditions, including milestones, related to the MPSAP are clearly detailed in the undertaking.
- viii. Selected Incubators will receive the grant for conducting the accelerator program in 2 tranches.
- ix. In case of any clarity required in the Program Outcome Report or discrepancy observed, the SSC may demand clarification or additional documentation from the Incubators.
- x. The competent authority holds the right to accept or reject the case for disbursement of assistance.
- xi. An applicant incubator, if rejected, may apply again during the next call for proposal for MPSAP.
- xii. The call for proposals for incubators empanelment will be open depending upon the need assessment annually. Multiple incubators can be empanelled by MPSC to run MPSAP.
- xiii. SSC may lay down improved guidelines for empanelment of incubators under MPSAP from time to time.

f. Monitoring

The empanelled incubator will be required to provide regular updates on the progress of the program. During and after the program, the incubator will closely track the following parameters and provide a monthly report during the program and for a 12-month period from the end of the program:

- i. Number of startups scouted and crystallized through the application process
- ii. Number of startups evaluated and provided feedback
- iii. Number of startups provided mentoring support
- iv. Number of startups provided acceleration support through the program
- v. Details and Number of investors present on the demo day and feedback report of the investors on startups presented.
- vi. Number of startups supported in personnel development
- vii. Number of startups supported in securing target customer/market validation/traction
- viii. Number of startups successfully graduated from the program
- ix. Quantum of capital raised by the startups within 12 months of graduation from the program.
- x. Number and details of the startups awarded on demo day.
- xi. Number of startups supported in securing funding/capital

Following the completion of the above mentioned 12-month period, the incubator will continue providing periodic details of the progress of the startups supported as a part of the Accelerator Program.

g. Structure & Location of the Program

While the applicant incubator will have the flexibility to be creative and propose innovative and new structures for the Accelerators, it should leverage the extensive experience created by accelerators across the world.

The Accelerator Program is likely to have the following stages –

- i. Phase 1 – Outreach & Application- During this phase, the incubator and Accelerator partners will carry out marketing and attract applications through the online portal (Including website and social media handles). It is mandatory to use MPSC and Department of MSME, Madhya Pradesh logo across all the promotional assets while promoting the program.
- ii. Phase 2 – Evaluation and Shortlisting – During this phase, the applications will be evaluated by experts at the incubator through an online process and the top ones (as per the criteria laid down by the incubator) will be chosen out of all the applicants
- iii. Phase 3 – Accelerator – During this phase, the selected entrepreneurs will be provided active mentoring support through the “Accelerator” program. Along with promoting a hybrid (on-site + virtual) model, a special focus should be given to personalized mentoring.
- iv. Phase 4 - Demo Day - During this phase, the selected incubator shall organise a final pitching event with investors and ecosystem players, executive head MPSC or its nominee from MPSC shall be invited as a jury for the demo day. Typically, at the end of this program, the incubator may provide access to capital, networks, and customers as a part of the demo-day.
- v. Phase 5 - Post Program Support - During this phase, the incubator must support the startup for the next 12 months in mentoring, network, investor connect as per the need and track the startup progress.

h. Budget

The MPSC contribution towards the overall Budget for running accelerators shall not exceed Rs. 15 Lakh/program of one cohort.

The budget should be divided into the following 2 categories:

- i. Accelerator Program - This budget category shall include manpower, logistics, travel, mentoring, infrastructure, training, and all other costs.
- ii. Structure - One to one session of startups with mentors should be preferred as compared to classroom training.
- iii. Accelerator Partner/s- The incubator may consider engaging an external partner to professionally manage the accelerator program so that the program can be implemented in a structured manner, through a deep mentoring process and startup acceleration must get access to funding and market networks. Partners must be engaged from outreach to selection, screening and implementation and future support. Roles and responsibility must be defined as per the norms of formal partnership.
- iv. Evaluation and Mentoring Expertise – Running an Accelerator program requires operational expertise as well as evaluation and mentoring experience, both in-house as well as externally. At the time of application, incubator will provide a tentative list of internal team members expected to be involved in running the program as well as a list of external mentors proposed to be associated with the program. Selected external mentors should have strong industry-specific expertise as well as past investment experience.
- v. Award to startups - Top 3 or Top 5 potential startups may be provided a monetary reward during the demo day, as decided by the evaluation committee of the incubator.

i. Terms and conditions:

- i. All empanelled incubators are required to execute an undertaking with the MP Startup Centre before any grants-in-aid are released to them.
- ii. The incubator would put in place a proper mechanism for ensuring proper implementation and execution of Accelerator Programs and provide timely monitoring reports as envisaged earlier in these guidelines.
- iii. The grant being released should be exclusively spent for the specified purpose for which it has been sanctioned within the stipulated time.
- iv. The competent authority reserves the right to terminate support to the project at any stage.
- v. If the grantee does not comply with the conditions as agreed upon, it will be liable to refund the received grant with interest as per prevailing guideline of the state, and no further grant will be extended to such institution under the policy.

4.3. Madhya Pradesh Startup Hackathon Program

(As per paragraph 12.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Introduction

A hackathon is a time-bound coding or product development competition where startups collaborate intensively to build usable software or hardware with the goal of creating a functioning product by the end of the event. For encouraging innovative ideas hackathons will be organized. In the event problem statements will be provided to the participants/Startups who will come up with innovative solutions. The best solutions among the submitted ones will be selected and felicitated.

The State-Level Hackathon Programs aims to encourage startups to develop innovative solutions addressing state-specific or theme-based challenges. Selected startups will receive financial assistance of up to ₹5 lakhs per startup to support the implementation and development of their solutions.

b. Objectives

- i. Identify and promote innovative, scalable, and impactful solutions.
- ii. Address key state challenges through technology-driven or sustainable solutions.
- iii. Encourage startup participation in problem-solving for public and private sector needs.

- iv. Foster collaborations between startups, government agencies, and industry experts.

c. Key Focus Areas

The problem statement will be proposed by different departments of the state government, any State Government authority, Body, PSUs', Board, Industries, Corporates etc in the sectors such as Urban Development, Health Care, Food Security, Clean Environment and Education for all etc. To achieve this objective, the Madhya Pradesh Startup Centre under the MP Startup Policy and Implementation Scheme, 2025, intends to host multiple Hackathon Challenges to find workable and scalable solutions for problems which have great social impact.

The hackathon may focus on state-specific or theme-based challenges

d. Eligibility Criteria to Participate

- i. Startups eligibility as per the MP Startup Policy and Implementation Scheme, 2025
- ii. The startup should not have received similar financial assistance from other government programs for the same project.

e. Application & Selection Process

- i. Step 1: Call for Applications
- ii. Step 2: Screening & Shortlisting
- iii. Step 3: Hackathon Event
- iv. Step 4: Final Evaluation & Selection
- v. Step 5: Financial Assistance & Post-Hackathon Support

f. Committee for Evaluation

An expert evaluation committee will be constituted separately to assess applications, hackathon performance, and final pitches.

g. Evaluation Criteria

- i. Innovation & Uniqueness (25%) – Novelty and originality of the idea.
- ii. Feasibility & Technical Viability (20%) – Practical implementation and scalability.
- iii. Impact & Relevance (20%) – Alignment with state challenges and potential social/economic impact.
- iv. Business Model & Sustainability (15%) – Long-term viability and revenue potential.
- v. Prototype Demonstration & Team Strength (20%) – Execution ability and team expertise.

h. Governance & Monitoring

- i. Evaluation committee will oversee the program.
- ii. Regular progress tracking of startups receiving grant.
- iii. Periodic impact assessment reports.

4.4. Madhya Pradesh Startup Ecosystem Awards

(As per paragraph 12.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

a. Stakeholder

There are many stakeholders in a startup ecosystem which build and enable a startup to grow and become successful and sustainable. These stakeholders also play a role in selecting the various categories of participants. The stakeholders comprise of the following:

- i. State Government & Industry Bodies – Organizers and facilitators.
- ii. Investors & Corporates – Evaluate and provide funding opportunities.
- iii. Mentors & Industry Experts – Jury members and evaluators.
- iv. Startups & Incubators – Award participants and beneficiaries.
- v. Media & Outreach Partners – Publicity and coverage.

b. Award Categories for the Madhya Pradesh Startup Ecosystem Awards

- i. Best Women Entrepreneur – Recognizing a female-led startup demonstrating innovation and impact.
- ii. Best Young Entrepreneur – honouring entrepreneurs under 30 for outstanding achievements.
- iii. Most Innovative Startup – A startup with a breakthrough product or service.
- iv. Best Social Impact Startup – Startups driving positive social or environmental change.
- v. Best Early-Stage Startup – Recognizing startups in their initial years showing promise.
- vi. Best Growth-Stage Startup – A startup with significant revenue, traction, and expansion.
- vii. Best Startup in priority sectors as per MP Startup Policy and Implementation scheme.
- viii. Best Startup Enabler (Incubator/Accelerator) – Recognizing institutions fostering startup growth.
- ix. Best Angel Investor/Venture Capitalist – honouring an investor significantly contributing to startup success.
- x. Best Corporate-Startup Collaboration – Awarding corporates that effectively support startups.

c. Procedure

- i. Planning & Announcement
- ii. Nomination & Screening Process
- iii. Jury Evaluation & Finalists Selection
- iv. Awards Ceremony & Recognition
- v. Post-Event Engagement & Follow-up

d. Compliance & Documentation

- i. Maintain records of nominations, evaluation reports, and jury deliberations.
- ii. Ensure transparency and compliance with award policies.
- iii. Publish an annual impact report on the award's influence on the startup ecosystem.

5. Startup Standing Committee (SSC)

- a. The Startup Standing Committee (SSC) constituted by Madhya Pradesh Laghu Udyog Nigam through Madhya Pradesh Startup Centre, responsible for the assessment, evaluation and monitoring of below mentioned assistance of Madhya Pradesh Startup Policy and Implementation Scheme, 2025 and will recommend the applicant/proposals for further action:
- 9.1.1 - Madhya Pradesh Startup Seed Fund Assistance (MPSSFA)
 - 9.1.2 - Startup Investment Capital Fund
 - 11.1 - Assistance on New Incubator Establishment
 - 12.2 - Madhya Pradesh Startup Centre Acceleration Program (MPSAP)
 - 12.3 – Madhya Pradesh Startup Centre Hackathon Program
- b. All EOIs (Expression of Interest) or RFPs (Request for proposal) related to above assistances will be approved through the SSC.
- c. The SSC will also provide recommendations on procedural and guideline modifications to the Department of MSME for further enhancing the startup ecosystem in Madhya Pradesh.
- d. MPLUN will issue an executive order for the constitution of Startup Standing Committee.
- e. The composition of SSC shall be as under:

| | | |
|---|---|------------------|
| 1 | Commissioner, MSME | Chairperson |
| 2 | Managing Director, Madhya Pradesh Laghu Udyog Nigam (MPLUN) | Member |
| 3 | Chief General Manager/ General Manager (Finance), MPLUN | Member |
| 4 | Executive Head, Madhya Pradesh Startup Centre | Member Secretary |

- f. Decision of the committee shall be forwarded by MD, MPLUN to PS, MSME.
- g. Meeting Schedule and Quorum:
- i. The SSC shall meet at least once every quarter to review applications, monitor progress, and deliberate on procedure and guidelines, however it can be convened at the shorter duration, if required.
 - ii. The minimum quorum for the meeting shall be 3 members, including the Chairperson and Member Secretary.
 - iii. Domain experts/Department representatives, if required, will be nominated by MD, MPLUN.

6. Application Forms* to be filled for Assistance under “MP Startup Policy and Implementation Scheme, 2025”

1. Form 1: General Form to be filled by Startups applying for any assistance under MP startup Policy and Implementation Scheme, 2025

| Authorized Representative | |
|--|---------------------------|
| Name of Representative | Auto fill |
| Designation | Auto fill |
| Mobile No. | Auto fill |
| Email ID | Auto fill |
| Board Resolution / Authorisation letter (Sample – Annexure A) | |
| Entity Details | |
| DPIIT Recognition Number | Auto fill |
| Name of the Entity | Auto fill |
| Incorporation Type | Auto fill |
| Industry | Auto fill |
| Select Industry | Auto fill |
| Sector | Auto fill |
| Incorporation Number | Auto fill |
| Incorporation/Registration Date | Auto fill |
| PAN Number | Auto fill |
| TAN Number | Auto fill |
| GSTIN (If applicable) | |
| Registered Address | Auto fill |
| Udhyam Registration No. (If applicable) | |
| Are you incubated in any MP based Incubator? | Y/N (Provide Details) |
| Startup Details | |
| Is it a Technology/Product Startup or both? Startups should be using technology in its core product or service or business model or distribution model or methodology to solve the problem being targeted. Product Startup means start-ups having tangible product. Both means start-ups with technology at core along with tangible product. | Technology/ Product/ Both |
| What is the problem you are solving? | |
| What is your value proposition for this problem? | |
| What is your unique selling point? | |
| What is your target customer segment? | |
| What is the market size of the opportunity? | Enter in (₹) |
| How do you aim to scale-up? | |
| What will be the revenue model? (Revenue Model: It is a framework for generating financial income and identifies the sources of revenue for a product or service.) | |

| | |
|---|---|
| Upload Pitch Deck | <ul style="list-style-type: none"> • 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 • Funding Status including quantum of funds required (if any) |
| Website URL | |
| 3 Mins Video Pitch link | |
| 1 Min Product/Prototype Demo Video Link | |
| IP Details | IP Filed in Company's name (If applicable): a) Patent Title, Patent description, Patent Number, Published in the journal by India Patent office (Y/N, If Y mention Journal Issue Number and date, (b) Trademark Number, TM Status (Registered/Objected/Rejected/Filed), Published in the journal by India Patent office Trademark Journal (Y/N), If Y mention Journal Issue Number and date, (c) Any other IP details |
| Prior Funding Details (If Applicable) | 1. Date, 2. Amount, 3. Financial Instrument Select (Grant/Debt/Equity), 4. Name of Funding Agency, 5. Funding Agency Type Select (Government/Corporate /VC/Angel Funds/Others), 6. Upload Proof Documents such as CA Certified Share Certificate/ Bank Account Statement/Relevant Agreement/Sanction Letter etc. |
| Incubation Details | Are you currently incubated at any MP incubator(Y/N), Select Incubator from the List of registered incubators, Upload Incubator-Startup agreement |
| Startup Team | |
| Founder 1 – Full Name | |
| Date of birth | |
| Education and Professional Background | <ul style="list-style-type: none"> • Upload Proof of last educational qualification achieved for students • Upload Proof of professional qualifications or employment for working professionals (e.g., offer letter, employment certificate, etc.). |
| Gender | Male/Female/Transgender |
| Category of Founder 1 | Gen/SC/ST/OBC |
| Divyang | Yes/No |
| LinkedIn Profile (Optional) | |
| Permanent Address | |

| | |
|--|---|
| Email Id | |
| Mobile No. | |
| Are the Founders domiciled citizens of Madhya Pradesh | Y/N (If Y, provide certificate of the MP domiciled founders) |
| | |
| Add Founders | |
| | |
| No. of full-time employees | |
| Supporting Document upload | <ol style="list-style-type: none"> 1. Incorporation Certificate of the Startup 2. Memorandum of Association and Article of Association/Partnership deed/Objectives/Byelaws (As Applicable) 3. Audited statement of the Startup (Last 2 FY, as applicable) 4. PAN and TAN card 5. Aadhar Card of the Directors and all founders 6. Demo of the product 7. Pitch Deck 8. Startup Bank Account Cancelled Cheque Copy 9. Self-attested Valid Recognition Certificate from DPIIT 10. Notarized affidavit by the unit in respect of the month wise number of total employments for the applied year. (applicable for product-based startup) 11. Board Resolution/letter of authorization – Annexure 1 12. Affidavit in the prescribed format - Annexure 2 13. CA certification with Shareholders name, designation and percentage 14. CA Certification with details of the financial arrangement (from its own sources or bank loan or sanction/disbursement letter of the financial institution in case of loan from a financial institution recognized by SEBI/RBI, Investment raised through investors, Govt. Scheme or Grant). 15. Declaration of Startup whether it is receiving /has received incentive/concession under any other policy of state or central government. If yes, details to be mentioned on company letter head and certified by CA 16. Caste certificate of Founders (OBC/SC/ST) 17. Valid Certificate of disability issued by the competent authority |
| Bank Account Details | <ol style="list-style-type: none"> 1. Name as given in Account 2. Account No. 3. IFSC Code 4. Name of bank with complete branch address |
| Profile Creation Date | DD/MM/YYYY |

2. Form 2: General Form to be filled by Incubator applying for any assistance under MP Startup Policy and Implementation Scheme, 2025

| | | | | |
|--|---|-----------------------------|--------------------------------|--------------|
| Registered Name of the Incubator | | | | |
| Incorporation Number | | | | |
| Incorporation Date | | | | |
| Host Institute Name | | | | |
| Sector Focus | | | | |
| Incubator Incorporation Structure (Upload Proof) | (a) a society registered under the Societies Registration Act, 1860 or the Madhya Pradesh Societies Registration Act, 1973 or (b) a trust registered under the Indian Trust Act, 1882 or (c) A private limited company registered under the Companies Act, 1956 the Companies Act, 2013 (Companies Act, 1956 or Companies Act, 2013) or a company registered under Section 8 of the Companies Act, or (d) A statutory body created through a legislative act. | | | |
| Incubator registered Address | | | | |
| Incubator operational address | | | | |
| Incubator Email ID | | | | |
| Incubator Website URL | | | | |
| Contact Person Name | | | | |
| Contact Person Designation | | | | |
| Contact Person Mobile Number | | | | |
| Contact Person Email ID | | | | |
| Built-up Area (in sq. Ft.) | | | | |
| Laboratory/workshop facility | Brief about the facility (300 words) | | | |
| Total Manpower for Operations and management | | | | |
| Details of the capital contribution to establish the Incubator | Name of Sponsoring Agency (State Govt./Central Govt/ Host Institute) | Name of the Scheme/Programs | Contribution Amount (In Lakhs) | Achievements |

| | | | | |
|---|---|-----------------------------|--------------------------------|--------------|
| Details of the Recurring contribution operate the incubator | Name of Sponsoring Agency (State Govt./Central Govt/ Host Institute) | Name of the Scheme/Programs | Contribution Amount (In Lakhs) | Achievements |
| Details of the other sponsored programs run by the incubator | Name of Sponsoring Agency (State Govt./Central Govt/ Host Institute) | Name of the Scheme/Programs | Contribution Amount (In Lakhs) | Achievements |
| Total Number of Physical Incubates at the time of application | | | | |
| Total Number of incubates graduates on/before the registration application | Physical Incubates Graduated: Virtual Incubates Graduated: | | | |
| Number of accelerator program run by the incubator in last 2 Financial Year | Mention any 3 such program with details in short | | | |
| Upload Documents | Registration certificate /Deed, AOA, MOA, PAN, TAN | | | |
| | Audited Statement of Incubator (Last 2 FY) and Annual report of the Incubator (Last 2 FY) | | | |
| | Short Profile of Host Institute | | | |
| | Short Profile of Full-time management team of the incubator (Board, CEO, other officials) along with Aadhar Card of the CEO and Management Team | | | |
| | List of key mentors and ecosystem partners with designation, qualification, etc | | | |
| | List of Sector focus with justification | | | |
| | Photographs of the facilities of the incubator | | | |
| | List of DPIIT recognized startups incubating at the Incubator | | | |
| | Upload documents related to support received from State/Central Government for establishment/operations/specific programs | | | |

| | |
|----------------------|--|
| | Undertaking as per Annexure 3 |
| Bank Account Details | <ol style="list-style-type: none"> 1. Name as given in Account 2. Account No. 3. IFSC Code 4. MICR Code 5. Name of bank with complete branch address 6. Cancelled cheque of the bank account |

| | |
|---|--|
| Details of the Nodal Person: | |
| Full Name | |
| Current Designation | |
| Email Id | |
| Mobile Number | |
| Brief Profile to be uploaded (not more than 1 page) | |

| | |
|---|-----------------------|
| Additional Incubator details: | |
| Number of incubated startups promoted so far | Physical: Virtual: |
| Number of Graduated Ventures in operation as on date | |
| Employment generated (Incubatee & Graduated) | |
| Awards at different levels won by incubatees (Regional /National / Global) | |
| Awards won by Incubator / Incubation teams - for proficiency in Incubation field (Regional / National / Global) | |
| Total Funding raised by Incubator for startups | |
| Total number of patents granted for Start- ups who are currently being incubated or have graduated | |
| Total built-up area dedicated exclusively for incubator as on date (in sq. ft.) | |
| Number of professional staff - full time employed by Incubator (Admin & part time staff is not included) | |
| Total number of Employees who are MP Domicile | |

3. **Form 3: Form for Startups for Madhya Pradesh Startup Seed Fund Assistance**

(As per paragraph 9.1.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | |
|---------------------------|----------------------|
| Quantum of Funds Required | Enter Amount in (Rs) |
|---------------------------|----------------------|

| | | | |
|---|-------------------------|-----------------------|---------------------|
| | | | |
| Funds Deployment Plan with broad categories: | | | |
| Expense Bucket | Amount (Rs.) (In Lakhs) | Deployment Start Date | Deployment End Date |
| Testing and Manufacturing | | | |
| Manpower | | | |
| Outsourced Services | | | |
| IP Costs | | | |
| Travel | | | |
| Consumables | | | |
| Contingency | | | |
| Miscellaneous | | | |
| Documents required from Startup: Updated general form 1 along with Updated documents as mentioned in the Supporting Document list of general form 1 | | | |

4. Form 4: Form for Incubator Empanelment for Madhya Pradesh Startup Seed Fund Assistance

(As per paragraph 9.1.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | |
|--|-----------------------------|
| Composition of Incubator - Startup Evaluation Committee (ISEC) along with education and professional profile and with non-objection letter from the proposed committed member regarding onboarding | Upload Supporting documents |
| Incubation support provided by incubator in last 2 years: <ul style="list-style-type: none"> i. No of Startups incubated ii. No. of startups graduated, i.e. progressed from one stage of business development cycle to the next iii. No. of startups that raised follow on investments iv. No. of startups that crossed a revenue of Rs 1 Cr in last 2 year | |
| Funding support extended to incubated in last 2 years: <ul style="list-style-type: none"> i. No. of startups invested in by the incubators ii. No of Startups raising fund through external sources iii. Total amount of funds available for incubatees under any State/Central govt scheme through incubator iv. Total investment amount raised by incubatees from external sources | |
| Mentoring provided to incubatees in last 2 years: <ul style="list-style-type: none"> i. No. of mentors hired ii. Average mentoring hours allocated per startup per month | |
| Other support extended to incubated in last 2 years: <ul style="list-style-type: none"> i. List of Partners Industry/Corporate and Type of Partnership ii. Event held for stakeholder engagements iii. Participation in other events iv. No. of IP (patents, copyrights, designs and trademarks) registered by incubates | |

5. **Form 5: Form for Assistance on Investment/Loan received**

(As per paragraph 9.1.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| Funding Details | |
|---|---|
| Have you raised any funding from SEBI/RBI registered institutions/Govt. Scheme? | Yes/No |
| Assistance Applying for (9.1.3) | Assistance on Investment /Loan received |
| Quantum of Funds to be claimed | Enter in (₹) |

| Prior Funding Details (Please give details of all the funding details received by the Startup across different rounds of funding.) | | | | | | | |
|--|---------------|---|------------------------|---|--|---|---|
| Date of Transaction /Sanction letter/ Transfer | Amount (in ₹) | Financial Instrument Select (Grant/Debt/Equity) | Name of Funding Agency | Funding Agency Type Select (Government/Corporate/VC/Angel Funds/Others) | Mention Type (State/Central Govt – Also Mention Scheme/Program name, RBI or SEBI recognised) | Assistance Status (Claimed/Claiming/Not Claimed/Not Eligible) | Upload Proof Documents such as CA Certified Share Certificate/ Bank Account Statement/Relevant Agreement/Sanction Letter etc. |

Documents required:

- A certificate from a CS/CA verifying the shareholding pattern at the time of investment received, along with details of any subsequent changes in the shareholding till date (similarly the contribution of partners in the case of a partnership firm or LLP).
- Copy of the Term Sheet/letter that sets out the investment's basic terms and conditions.
- Audited financial statement for relevant financial year when investment received.
- Self -attested Copy of Sanction Letter and disbursement letter of the Institution (in case of Loan from RBI recognised entity or in case of Loan/Equity/CCD from Incubator under any Government scheme)
- Bank statement confirms the credit of the investment amount to the startup's bank account.
- Document confirming the AIF is a SEBI recognised Fund

| Utilization Certificate (Mandatory) in the given format on yearly basis till the time grant is deployed | | | |
|---|-------------------------|-----------------------|---------------------|
| Expense Bucket | Amount (Rs.) (In Lakhs) | Deployment Start Date | Deployment End Date |
| Testing and Manufacturing | | | |
| Manpower | | | |
| Outsourced Services | | | |
| IP Costs | | | |
| Travel | | | |
| Consumables | | | |
| Contingency | | | |
| Miscellaneous | | | |

6. **Form 6: Form for Assistance on Promoting Entrepreneurship (Entrepreneur-in-residence)**

(As per paragraph 9.2.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | |
|---------------------------|--|
| Date of DPIIT Recognition | Auto fill (Assistance can be applied within 2 years from the date of DPIIT recognition) |
| | |

7. **Form 7: Form for Assistance on Product/Prototype Assistance**

(As per paragraph 9.2.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | | | |
|--|---|------------------------|---|
| Describe your Product & Innovation with possible uses/applications of products (200 words) | | | |
| Explain detailed product development process with emphasis on various cost head incurred at all stages of Product development lifecycle (1000 words) | | | |
| Explain status of the project/product and TRL level achieved (Claim will be given to Product reached TRL 7 and above and expense must have been incurred during the policy period) | | | |
| Additional Document: | | | |
| <ul style="list-style-type: none"> • Proof of Revenue – Audited statement showing a revenue run rate of at least ₹10,000 per month from the developed product being commercialised • Acknowledgement Letter / Association Agreement / Certificate – Issued by the State or Central Government institutions / Colleges / Universities / Technology Centres / Training Institutes/Research Organisations, mentioning: <ul style="list-style-type: none"> o The service or support provided o The cost incurred o The TRL (Technology Readiness Level) of the product / prototype • Invoices & Receipts – Authorized with a seal and signature from the research organization, showing the cost incurred for: <ul style="list-style-type: none"> o Technology Transfer Fee o Technology Development o Product Development o Product Designing o Branding & Marketing Consultancy o Packaging Consultancy o Any other relevant consultancy • Original Bank Statement – Showing the amount transferred with the seal and signature of the concerned bank branch manager. • Detailed Project Report (DPR) – <ul style="list-style-type: none"> o The objective of the product/prototype o Technology details o Market size o Plan/activities undertaken for commercialization o Any other relevant details | | | |
| Sl. No | Cost Head (Technology Transfer/ Technology Development/Product Development/Product Designing/Branding & Marketing | Amount (Including GST) | Name of State/Central research organisation/university/institute/college/technology centre from where support was taken |

| | | | |
|--|--|--|--|
| | Consultancy/Packaging consultancy/any other consultancy) | | |
| | | | |

8. **Form 8: Form for Patent Assistance**

(As per paragraph 9.2.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | |
|--|--|
| Details of Patents in the name of your Organization/ Key Person & Upload Granted Patent Certificate | |
| Date of Granted Patent | |
| Government Fee (In Rs.) & Upload Patent Government Fees Receipt date wise | |
| Consulting Fee (In Rs.) & Upload Invoice/Consulting bills date wise and Proof of transactions | |
| Total Fee paid for getting patent (In Rs.) | |
| Total Reimbursement claimed | |
| Documents required besides the basic startup profile documents: <ul style="list-style-type: none"> i. Patent certificate registered in the name of the startup (must be obtained during the tenure of policy). ii. Invoices for government fees and consultant fees paid for obtaining the patent. iii. A bank statement from the startup's account confirming the payment of related invoices. iv. Receipts acknowledging the payment of the related invoices. v. Other Supporting Documents (if required) | |

9. **Form 9: Form for Lease Rental Assistance**

(As per paragraph 9.2.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| Name of Incubation/Other facilities where you are operating from? | Upload Lease land agreement / rent agreement / Incubation Agreement | Upload Proof of rent transfer (Bank transfer statement highlighting the amount, date, and owner's account) | Name of Authorized Person | Contact (email/mobile no.) | Period of Rent | | Amount paid per month |
|---|---|--|---------------------------|----------------------------|----------------|---------|-----------------------|
| | | | | | Date from | Date to | |
| | | | | | | | |

Supporting Documents:

1. Lease land agreement / rent agreement / Incubation Agreement on Rs. 500 non-judicial stamp paper
2. A copy of the startup's bank account statement highlighting the rent payment entries to confirm the rent payment transactions. (Bank transfer statement highlighting the amount, date and property owner's account along with a cancelled cheque of property owner's bank account)
3. Last 6 months GSTIN filing receipt/ Entity Bank Account Statement (to show proof of startup being active)
4. Supporting rental Invoices if applicable
5. Geo-tagged photo of the leased premises shall be uploaded

Note:

If the property owner's account/name is not showing in the bank transaction, then signed receipts (with revenue stamp) for each month mentioning the bank transaction details issued by the property owner to the startup entity must be provided by the startup for each month for which lease rental assistance is claimed.

No cash voucher / receipt is acceptable as a proof of payment of rent to the property owner.

For Startups working in Incubators/Coworking: Incubation Receipts for seats/space. Cost of other facilities including usage of electricity, equipment etc. will not be considered.

Startup bank account statement (Showing business transaction highlighting entries)

10. Form 10: Form for Online Advertising Assistance*(As per paragraph 9.2.5 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)*

| GSTIN (Invoice paid on Madhya Pradesh GST will only be reimbursed) | | | | | |
|---|----------------|--------------|--------------|----------------------------------|----------------------------------|
| Amount claimed for the reimbursement excluding GST and any other taxes levied with proof of payment | | | | | |
| Name of the Advertisement Platform (Amazon/Meta/Google/Flipkart) | Invoice Number | Invoice Date | GSTIN Number | Invoice Amount (Excluding Taxes) | Tax Amount (GST and other taxes) |
| | | | | | |
| | | | | | |

Documents required besides the basic startup profile documents:

- i. **Detailed Statement of Expenditure including:**
 - a. A breakdown of all advertising expenses
 - b. Copies of receipts/invoices for all expenses
 - c. Clear mention of advertisement platform names (e.g., META, Google, Amazon, Flipkart)
 - d. Date of each expense
 - e. Proof of Payment (Self Attested Bank Statement highlighting the expense)
- ii. **Receipts/Invoices** –Clearly showing the amount and issued by the respective advertising platform.
- iii. **Undertaking Document** – A declaration on a notarized affidavit (on Rs. 100 non-judicial stamp paper) stating that the startup has not availed and will not avail similar incentives under any other State/Central Government policy.
- iv. **Other Supporting Documents (if required):** Any other documents as specified by the MPSC on the MP Startup Portal.

11. **Form 11: Form for Assistance on Event Participation**

(As per paragraph 9.2.6 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | | | | |
|--|---|--|-------------------------|---|
| Have you availed this assistance previously? Y/N, if Yes, please share the application no | | | | |
| Details of the event for which financial support is required to participate and explain how it can help your startup (500 words) | | | | |
| Pre -event (To be submitted at least 7 days prior to the event) and Post- Event Details (To be submitted within 15 days after event concluding date) | | | | |
| Date of the Event (DD/Month/Year) (From – TO) | Name of the Event | Type of the Event (Exhibition/Conference/Other) | Place (City/Country) | Type of Participation (Delegate/ Exhibit) |
| | | | | |
| Mode of Travel and cost: Train: Flight: Bus: | Lodging Details: Name of the Hotel: Cost: | Stall Fee: | Event Passes Fee: | Total Amount of Money to be claimed as an assistance under this scheme: |
| <p>Documents for Due Diligence to be uploaded post event:</p> <ul style="list-style-type: none"> • Details of the event (Event website/brochure, etc) • Copy of invitation/registration in the name of startup or founder(s) to participate • Event Registration confirmation copy • Original unedited tickets, boarding passes, invoices, event report, proof of participation (certificate issued by the organiser, geo-tagged photographs taken at the event along with the founders participating as well as the event backdrop) and brief event report. • Statement of Expenditure – Including: <ul style="list-style-type: none"> ◦ A breakdown of all expenses (travel, lodging, stall, participation fees, etc.) ◦ Copies of receipts/invoices clearly showing names and dates of expenses • Foreign Exchange Rate Receipt (For International Events) – If any expenses were made in foreign currency, a conversion rate receipt / proof must be provided. • Copy of Passport (Only For International Events) – Must include: <ul style="list-style-type: none"> ◦ Front and back pages ◦ Relevant pages showing proof of international travel (visa, entry/exit stamps) • Proof of Payment for Stall/Participation Fees – Along with relevant receipts showing the amount paid. • Event Details & Relevance to the Startup – A document explaining: <ul style="list-style-type: none"> ◦ A note on the importance of the event for the startup ◦ Confirmation that the event is startup-related (Event brochure / literature available in public domain) • Travel Documents (If claiming travel reimbursement) – <ul style="list-style-type: none"> ◦ Flight tickets with boarding passes (for air travel) ◦ Train, bus, or ferry tickets • Self-Declaration/Undertaking – A notarized affidavit (on Rs. 100 non-judicial stamp paper) stating that the startup has not claimed similar incentives for the same event under any other State or Central Government policy | | | | |

12. Forms for Product based Start-ups

(As per paragraph 10 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

12.1. Form 12: Form for Training Expenditure Reimbursement

(As per paragraph 10.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| Sr. No | Assistance Type | Claimed Assistance | Remarks and Upload Proof Documents |
|-------------------------|------------------------------------|--------------------|---|
| 1. | Training Expenditure Reimbursement | | 1. Detailed Training Report with Impact delivered 2. List of Employees participated 3. Acknowledgement letter from each employee with Aadhar, Pan card, Madhya Pradesh domicile certificate who have received training. 4. Acknowledgement letter copy from Training agency/partner on successful completion of the training. 5. Training fees transaction receipt. |
| Total Assistance sought | | | |

Documents Required for Training Expenditure Reimbursement: (besides the basic startup profile documents)

1. List of Employees on Startup's Letterhead:

- Detailed list of trained employees who are MP domiciled (as specified in MP Startup Portal).

2. Appointment Letters:

- Official appointment letters issued to employees detailing job roles, terms of employment, and compensation.

3. Joining Report:

- Document confirming the employee's joining date and position within the startup.

4. Self-attested employees' Aadhaar Card Copies (Self-attested by employees)

5. Self-attested employees' PAN Card Copies (If available)

6. Self-attested employees' Domicile certificate

7. Contract or Correspondence: Copy of letter or email/contract between the institution and the startup.

8. Completion Report of Training Program: Detailed report of the successful completion of the training program.

9. Declaration: A declaration from the Startup (notarized on non-judicial stamp paper of Rs. 100) that the claim for the training reimbursement is only for the MP domicile employees.

10. Demand Note/Invoice from Institution: Copy of the demand note, or invoice received from the training-providing institution.

11. Proof of Payment from Startup's Bank Account: Copy of the startup's bank account statement showing payments made to the training institution against the demand note/invoice.

12. Payment Receipt: Copy of the receipt issued by the training provider after payment.

Note: 1. Only payments done to training agencies through bank transfers are eligible.

2. "New Employee" for this provision will be those employees who have been hired after the startup has been recognized by DPIIT.

12.2. Form 13: Form for Employment Generation Assistance*(As per paragraph 10.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)*

| Sr. No | Assistance Type | Claimed Assistance | Remarks and Upload Proof Documents |
|-------------------------|----------------------------------|--------------------|---|
| 1. | Employment Generation Assistance | | 1. Employment Agreement Proof. 2. Claimed amount proof (Bank Receipt and Audited Statements) 3. Acknowledgement letter from the employees including Aadhar card, PAN card, and Cancelled cheque copy from each employee. 4. List of employees with EPF No. (If applicable) |
| Total Assistance sought | | | |

Documents required for Employment Generation Assistance: -**1. Employee Details on Startup Letterhead:**

- List of employees including:
 - o Name
 - o Date of Birth (DOB)
 - o Gender
 - o Address
 - o PAN (if available)
 - o AADHAR

2. Appointment Letters:

- Copy of appointment letters issued to employees detailing job roles, terms of employment, and salary details.

3. Joining Reports:

- Document confirming the employee's joining date and position within the startup.

4. Employees Bank Passbook copies (Self-attested by employees)**5. Employees Aadhaar Card Copies (Self-attested by employees)****6. Employees PAN Card Copies (If available) (Self-attested by employees)****7. Employees Domicile certificate (Self-attested by employees)**

8. Non-Judicial stamp paper of Rs. 100 mentioning the number of employees in each month for which the assistance has been claimed. Also, a declaration from the Startup that it is not below the minimum average percentage criteria for MP Domicile

| Sr. No. | Time Period | Minimum average percentage of employment available to the natives of Madhya Pradesh out of total employed employees from the date of commencement of unit production |
|---------|---------------|--|
| 1 | Within 1 year | 50% |

| | | |
|---|----------------|-----|
| 2 | Within 2 years | 75% |
| 3 | Within 3 years | 90% |

9. Employee-wise, month-wise summary report of the claim:

Employee-wise, month-wise summary report of the claim: A summary report of all employees for the months in which financial assistance is availed. The report should include the monthly payment amounts deposited into each employee's account, formatted as follows:

| Sl.No. | Employee Name | Date of Joining | Monthly Salary | Salary Paid in the month | | |
|--------|---------------|-----------------|----------------|--------------------------|---------|---------|
| | | | | Month-1 | Month-2 | Month-3 |
| | | | | | | |

10. Startup Bank Account Proof:

Bank account statement of the startup reflecting salary payments (sealed and signed by the bank). Besides, a copy of the bulk payment advice/details submitted to the bank in case of bulk payments.

11. EPF Registration and Deposit Details (if applicable)

- EPF Registration Certificate (mandatory if employee count exceeds 19).

12. Commercial Production Proof

- Copy of the first sale/purchase bill to demonstrate the beginning of commercial operations.
- In addition, INC-20A (Declaration for commencement of business) (**applicable for private limited companies only**).

13. A recent geotagged photo of the startup premises showing the correct date and time (timestamp) clearly to verify the establishment and its operations. A recent geotagged photo of the startup premises, including employees, showing the correct date and time (timestamp) clearly to verify the employees working for which the benefit is availed.

Note: 1. Only salary payments done through bank transfers are eligible.

2. "New Employee" for this provision will be those employees who have been hired from the date commencement of commercial production.

12.3. Form 14: Form for Reimbursement Support for Electricity Tariff for Product Based Startups

(As per paragraph 10.4 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| Sr. No | Assistance Type | Claimed Assistance | Remarks and Upload Proof Documents |
|-------------------------|------------------------------|--------------------|---|
| 1. | Rebate on Electricity Tariff | | 1. Self-attested copy of Electricity Bill on Startup's name |
| Total Assistance sought | | | |

Documents Required besides the basic startup profile documents:

- Month-wise electricity bills in the name of the startup entity.
- Copy of Udyam Registration Certificate specifying the date of commercial production.
- **Commercial Production Proof**
 - Copy of the first sale/purchase bill to demonstrate the beginning of commercial operations.
 - In addition, INC-20A (Declaration for commencement of business) (applicable for private limited companies only).

13. Annexure 1: Annexure to be submitted by Startups applying for any assistance under MP Startup Policy and Implementation Scheme, 2025

LETTER OF AUTHORIZATION (On the letter head of the Startup)

To
 Managing Director,
 Madhya Pradesh Laghu Udyog Nigam
 Govt. of Madhya Pradesh
 Date:
 Dear Ma'am/Sir

Subject: Letter of Authorization

I/We hereby authorize Smt/Shri _____ with designation _____ holding Aadhaar _____ (copy to be attached with this letter) to submit the application for assistance under MP startup policy and implementation scheme 2025 behalf of the entity named _____ having CIN/LLPIN/Registration no. _____ with registered office _____ at _____ PAN _____ and DPIIT No: _____ (copy to be attached with this letter).

The abovementioned representative is also authorized to make declarations and to submit documents, wherever required, on behalf of the entity. These declarations and submissions are made towards the requirement of the startup recognition application.

I/We further confirm that the entity is liable for and bound by all acts of commission and omission by the authorized representative. All acts committed by the above authorized representative shall be treated as if these acts were committed by the entity.

The specimen signature of Smt/ Shri _____, the authorized representative, is attested below:

 Signature of Authorized Representative

Yours faithfully,

 Signature of Director (in case of Private Ltd. Company) / Designated Partner (in case of LLP) / Registered Partner (in case of Partnership Firm)

Name: _____ Designation: _____ Date: _____

Seal of the Company

Note: The Letter of Authorisation cannot be signed by the person nominated by the entity. It should be signed by another person from the entity as given in prescribed format. Only in case of an OPC, the director should authorize themselves.

Attach:

1. Authorised representative: Adhaar card, PAN card
2. Company: DPIIT certificate, PAN card, Certificate of Incorporation.

14. Annexure 2: Annexure to be submitted by Startups applying for any assistance under MP Startup Policy and Implementation Scheme, 2025

**Undertaking
(To be submitted on Non-Judicial Stamp Papers)**

I _____ (Son/Daughter/Spouse) of Mr./Mrs. _____, resident of _____ <Address> _____ do hereby affirm and self-declare as under:

1. That I am the founder/cofounder/director of the company M/s _____ having its CIN/LLPIN/Registration no. _____ and active in ROC under MCA or Registrar, Firms and Societies.
2. We have applied for _____ incentive under Madhya Pradesh Startup Policy and Implementation Scheme 2025.
3. With reference to the Madhya Pradesh Startup Policy and Implementation Scheme 2025, we, having examined the Policy document, procedure and guidelines document and application form and understood their contents, hereby submit our application for the aforesaid assignment. This application is unconditional.
4. All information provided in the application and in the appendices is true and correct.
5. This statement is made for the express purpose of showing interest as an applicant for undertaking the assignment.
6. We shall make available to Madhya Pradesh Startup Centre, a unit of Madhya Pradesh Laghu Udyog Nigam, Government of Madhya Pradesh any additional information it may find necessary or require supplementing or authenticating the application.
7. We acknowledge that application is a process to identify and shortlist the beneficiary of the respective incentive.
8. We also understand that based on the Application, shortlisting process, and due diligence the respective applied incentive will be awarded
9. We understand that you may cancel the application process at any time and that you are neither bound to accept any application that you may receive nor to invite the applicants to apply for the assignment, without incurring any liability to the applicants, in accordance with the Policy and application document.
10. We declare that we are not a member of any other firm applying for this assignment.
11. That our start-up:
 - a. has been incorporated/registered in Madhya Pradesh and DPIIT recognised with valid recognition certificate
 - b. have registered office in Madhya Pradesh
 - c. Is working towards innovation and development of new products & services driven by technology or Intellectual Property
 - d. Has not formed by splitting up or reconstruction of a business already in existence.
 - e. Is not availing similar assistance from any other policies/schemes of State Government or Central government for the similar purpose during the Madhya Pradesh Startup Policy and Implementation Scheme 2025 applicable period
12. Information, statements, and documents given herein are to the best of my knowledge & belief, true and correct in all particulars.
13. That if any difference will be found later in my statement in respect of the above-mentioned application, then I shall be responsible for the same and understand that I will not be awarded the respective benefit under the Policy.
14. I am duly authorized to sign an application and details and documents submitted in this application.
15. In the event of a default or failure to comply with the mandatory terms and conditions, the recovery of any amount shall be carried out in accordance with the provisions of the Revenue Recovery Laws or any other law for the time being in force.
16. I hereby declare that the information given above and in the enclosed documents is true to the best of my knowledge and belief and nothing has been concealed therein. I understand that if the information given by me is proved false/not true, I will have to face the punishment as per the law. Also, all the benefits availed by me shall be summarily withdrawn.

Authorized Signature:

Name and Title of Signatory:

Name of the Applicant,

Address,

Telephone:

Seal of the Company

15. Form 15: Form for Assistance on Setting up New Incubator to be filled by Host Institute

(As per paragraph 11.1 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

i. Proposal Prescribed format

- Please fill up the proforma completely, incomplete proposals are liable to be rejected. Even if information is not available for a particular point, please record that information is not available.
- Section 1: Host Institute (HI) Registration Details

| Details | |
|--|--|
| Host Institute - Name | |
| Host Institute Incorporation Structure | |
| Type of Institution (Central/State/Private/Institute of National Importance/Other) | |
| HI Year of Establishment/Registration | |
| HI Registered Address and City | |
| State | |
| Pin code | |

Section 2: Host Institute General Information

| | |
|---|--|
| Total Number of academic departments | |
| Total number of associated faculty in the department | |
| Total student strength (separately for UG/PG/Doctorate courses) | |
| Total number of teaching and research faculty with PhD qualification | |
| Total Faculty number undergone FDP in Innovation and Entrepreneurship (I&E) | |

*Non-academic/other institutions may provide details on core activities, team & resources available.

Section 3: Host Institute Ranking/Band (Last 3 years, mention year)

| Rank | Year 1 | Year 2 | Year 3 |
|-------|--------|--------|--------|
| NIRF | | | |
| ARIIA | | | |

Section 4: Do you have IIC (Institute Innovation Council) established by the Ministry of Education, Innovation cell? If yes, please provide a brief about the members and activities since inception of IIC

Section 5: Details of the Head of the Host Institute

| | |
|---|--|
| Full Name | |
| Current Designation | |
| Official Email Id | |
| Mobile Number, Phone Number (With STD Code) | |
| Brief Professional Profile (Max 300 Words) | |
| Passport Size Picture | |

Section 6: Details of Identified Nodal/Head/CEO of the Proposed new Incubator

| | |
|--|--|
| Full Name | |
| Current Designation | |
| Official Email Id | |
| Mobile Number, Phone Number (With STD Code) | |
| Brief Professional Profile (Max 300 Words) | |
| Any experience in innovation & entrepreneurship, or activities related to Innovation & Entrepreneurship (I&E) (Brief description). | |
| Passport Size Picture | |

Section 7: HI Preparedness Check

| | | | | | | | |
|---|------|---------------|----------|--------|----------------------|----------------------------|-------------------------------------|
| 7.1 Details of Event organised by HI on Innovation and Entrepreneurship | | | | | | | |
| Total Number of Event organised | | | | | | | |
| Details of 5 impactful events in last 5 year | | | | | | | |
| Sl. No | Year | Name of Event | Location | Impact | Funded /Sponsored by | Funding/Sponsorship Amount | Supporting event report and picture |

| | |
|---|--|
| 7.2 Details of existing infrastructure for I&E (Last 5 year) | |
| Any dedicated infrastructures and facilities already in place or earmarked at the HI to support I&E - (Y/N)? If yes, please provide details briefly | |

| | |
|--|--|
| Any empanelled external expert/agencies for I&E mentorship an IPR - (Y/N), If Y, please provide details briefly | |
|--|--|

| | |
|---|--|
| 7.3 Details of generation of innovative ideas and recognition (Last 5 Year) | |
| Number of awards won by the student and faculty on I&E at state/national/international level | |
| Details of the awards and awardees (Brief description) | |

| | | | | |
|--|--------------|------------------------|--------------------------|---|
| 7.4. Details of IPR activities (Last 5 year) | | | | |
| Brief on IP policy (If any) | | | | |
| Details of the Patent: | | | | |
| Year (Y1-Y5) | Mention Year | Number of Patent Filed | Number of Patent Granted | Granted Patent Number (Separated by Commas) |

| | |
|---|-------------|
| 7.5 Mention 5 notable alumni with short introduction. | |
| Alumni name and graduation year | Brief intro |

| | | |
|---|-------------------------------|---------------------------|
| 7.6 Details about 5 impactful industry associations with HI | | |
| Duration (From-To) | Industry Name and location | Brief about collaboration |

| | | | |
|---|--------------------------------|------------------------------------|---|
| 7.7 Recipient of any other grant from the government (Central/State) ministry/organisation for events/training/initiatives related to I&E? (Y/N) If yes, please answer below: - (Mention any 5) | | | |
| Name of the Program/Scheme | Agency Name (Central/State) | Grant currently active (Yes/No) | Total sanctioned amount (in Rs.), sanctioned date, duration of the grant. |

| | |
|---|--|
| 7.8 Additional Important Information | |
| Name and location of the nearest incubator (Central, State govt. funded) | |
| Intent/reasons of HI for expressing the interest for this application, | |

| | |
|---|--|
| why now? (Max 1000 words) | |
| Any additional information to be shared (Max 500 words) | |

| 7.9 Built- up area (in sq. ft.) to be provided for the proposed new incubator. Minimum 5,000 sq. ft. of space to be proposed. (Enclose Layout and pictures of the proposed space). | | |
|--|--------------------------------|-------------------------|
| Location of proposed new incubator: | | |
| Urban/Semi urban/rural: | | |
| Details of the Proposed Layout for New Incubator: | | |
| Si.no | Description | Space Proposed (Sq. Ft) |
| 1 | Incubation Space (Cubicles) | |
| 2 | Conference Room | |
| 3 | Meeting Rooms | |
| 4 | Cafeteria | |
| 5 | Makerspace/Lab/Innovation Area | |
| | TOTAL | |

| 7.10 Target milestones (should be projected based on most likely attainable targets) | | | | | |
|--|---|----------|----------|----------|-------|
| Si.no | Target Parameters | 1st Year | 2nd Year | 3rd Year | TOTAL |
| 1 | No. of innovators/startups to be admitted | | | | |
| 2 | No. of startups to be graduated | | | | |
| 3 | No. of IPs filed (Including patents, copyrights, trademarks, design patents, etc) | | | | |
| 4 | No. of Startup events/workshops to be organised | | | | |
| 5 | No of Startup to support with access to funding/grant | | | | |
| 6 | No. of Mentors to be onboarded | | | | |

Section 8: Please provide details about a 3-year business plan and incubation model along with supporting documents. To be evaluated based on the institution's strength, preparedness in hosting

incubator, business ecosystem, new incubator business plan, operating model, systems and processes and effective leadership.

Following factors would be considered:

1. Reasons for the HI to promote incubator (500 words)
2. Strength of the Institute in hosting incubator
3. Sector focus area of the incubator
4. Overall business environment of the location of the host institute and ecosystem in the region
5. Assessment of entrepreneurial needs
6. Any focus on beneficiary group – Women/Differently abled/minorities etc.
7. Proposed need based equipment details and why it is required (If any), (Attach Latest quotation and detailed requirement)
8. Sources of tapping new incubate entrepreneurs
9. Financial model of the Incubator for operational sustainability of the incubator
10. Plan of action of the proposed incubator in first 3 years.

Section 9: Please provide the budget in the below format along with supporting documents

| Type of Applicant | Matching Contribution | Maximum Capital Grant-in-aid |
|--|--|---|
| 1. Government: Academic/ R & D/ Non-Academic | No Matching contribution applicable | 100%, Up to Rs. 50 Lakh for establishing a minimum 5000 sq. ft incubator, including incubation space, with lab facility. |
| 2. Private: Academic/R&D / Non-Academic | 50 % contribution from the host institutes | 50 %, Up to Rs. 50 Lakh, for establishing a minimum 5000 sq. ft incubator, including incubation space, with lab facility. |

| Items of Expenditure | Year 1 | | Year 2 | Year 3 | Year 4 | Year 5 |
|---|--|---|------------------------|------------------------|------------------------|------------------------|
| | (In Rs. Lakhs) | | | | | |
| A. Capital/non-recurring | GoMP Contribution | HI Contribution | HI Contribution | HI Contribution | HI Contribution | HI Contribution |
| | 100%, up to Rs. 50 L: Government: Academic/ R & D/ Non-Academic | No Minimum requirement: Government: Academic/ R & D/ Non-Academic | | | | |
| | 50%, Maximum Up to Rs. 50 L Private: Academic/R&D / Non-Academic | Minimum 50 %: Private: Academic/R&D / Non-Academic | | | | |
| Renovation/furnishing of space for iTBI (Furniture / Test Benches / Installations; Incubation Cubicles and Spaces / | | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| Interaction centers, Office Equipment including state-of-the art communication network, Video Conferencing Facilities) excluding the cost of land & building, | | | | | | |
| D&D Rooms (Dies & Designs, FAB lab)/ Other need-based equipment | | | | | | |
| Contingencies for non-recurring expenditure and other items | | | | | | |
| TOTAL A | | | | | | |

| Items of Expenditure | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|------------------------|------------------------|------------------------|------------------------|------------------------|
| B. Recurring ** | HI Contribution | HI Contribution | HI Contribution | HI Contribution | HI Contribution |
| | (In Rs. Lakhs) | | | | |
| Manpower (Core Management Team / Mentors and Tech Support Persons / Business Development Professionals) | | | | | |
| Travel | | | | | |
| Marketing, networking, publicity, portal and website | | | | | |
| Training cost such as - Online and offline - Training Programmes, Events, honorarium to mentors, etc | | | | | |
| Other Administrative Expenses including consumables, printing, publications, online publication and material etc and other miscellaneous expense | | | | | |
| TOTAL B | | | | | |
| TOTAL PROJECT COST (A+B) | | | | | |

Budget to be submitted along with the justification of each item and a list indicating cost along with the quotations for the fab lab, D&D lab equipment or need based equipment, office equipment under nonrecurring expenditure as an annexure

Section 10: Means of revenue generation from proposed new incubator activities such as Rental, Technology commercialization, other incubation services, Business consulting, IPR services, etc.

| Si. no | Means of Revenue Generation | 1st Year | 2nd Year | 3rd Year | 4th Year | 5th Year | TOTAL |
|--------|-----------------------------|----------------|----------|----------|----------|----------|-------|
| | | (In Rs. Lakhs) | | | | | |
| | | | | | | | |

Section 11: Means of financing

| Means of Financing | Amount (In Lakhs) |
|--|-------------------|
| Contribution toward non-recurring grant - GoMP | |
| Contribution toward non-recurring grant - HI | |
| Contribution toward recurring expenditure - HI | |
| Revenue generation from Incubator activity/HI Contribution | |
| TOTAL | |

Signature of Head of Institution

Date

Name & Designation (with seal)

Place

Section 12: Annexure I

Endorsement certificate (to be submitted on letter head)

CERTIFICATE ENDORSEMENT FROM THE HEAD OF THE HOST INSTITUTION

1. We have gone through and agree to abide by the Terms and Conditions of the **Assistance for setting up a new Incubator Center** grant by MP Startup Centre, under MPLUN, GoMP
2. We have not submitted, nor do we intend to submit this, or a similar project proposal, to any other agency for financial or other support. In case we submit a proposal to the other agency and get the support, we will keep MPSC informed.
3. We undertake to submit progress reports, statement(s) of accounts, utilization certificates as required.
4. Certified that Dr/Shri/Smt is the Incubator Coordinator /nodal of the proposed incubator. The incubator Coordinator/noda; will assume the responsibility of implementation of the project.
5. Certified that the hardware, other basic facilities and such other administrative support required for successful running of incubator will be extended to the incubator by Host Institute, as per terms and conditions of the grant.
6. Our institution/agency assures us to undertake the complete financial and other management responsibilities of the incubator, and successful running of the incubator beyond 3 years of disbursement to the incubator by GoMP. We are aware that the MPSC, GoMP grant is only for capital assistance for setting up the incubator.
7. Certified that the minimum period of lease to provide land and building to the incubator is 10 years and we will continue to provide support beyond the initial lease period.
8. In the event of a default or failure to comply with the mandatory terms and conditions, the recovery of any amount shall be carried out in accordance with the provisions of the Revenue Recovery Laws or any other law for the time being in force.
9. I hereby declare that the information given above and in the enclosed documents is true to the best of my knowledge and belief and nothing has been concealed therein. I understand that if the information given by me is proved false/not true, I will have to face the punishment as per the law. Also, all the benefits availed by me shall be summarily withdrawn.

Signatures of Head of Institution

Name & Designation (with seal)

Date Place.....

Section 13: Annexure-II**Template for FORWARDING LETTER FROM THE HOST INSTITUTE****(on the Letter Head of HI)**

I hereby forward the proposal for Assistance for setting up a new Incubator Center under MP Startup Policy and Implementation Scheme, 2025 – “Incubator -” to be established at

It is being ensured that space of..... sq.mt. /sq. ft and basic facilities will actually be available as and when required for the incubator activities. There shall not be a request for additional financial support for procurement of these facilities and space.

It is agreed to abide by the terms and conditions of the assistance for setting up a new incubator centre under MP Startup Policy and Implementation Scheme, 2025.

The following documents are enclosed for consideration:

1. Endorsement from the Head of the Institution (On letter head)
2. Proposal of the new incubator in the prescribed format, duly signed by Head of the institute
3. Registration certificate of the Incubator Entity (If any)
4. Host Institute - Registration Certificate, Memorandum of Association, Article of association, Audited balance sheet, Annual report of last 3 years (if applicable)
5. Other supporting documents including proposed incubator layout, proposed equipment, business plan of proposed incubator and proposed budget outlay, etc.

Signatures of Head of Institution (Host Institution)

Name & Designation (with seal)

Date Place.....

16. Form 16: Form for Incubation Centre for Event Organising Assistance

(As per paragraph 11.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| | |
|--|---|
| Type of Event | |
| Name of the Event | |
| Date of the Event | From....., To..... |
| Number of Days | |
| Upload Proposal as per below format | |
| Program Partners | <ul style="list-style-type: none"> Names and brief profiles of the proposed Program Partner (s) Details of in-kind and cash commitments being made by the Program Partner (along with letter of intent / commitment letter) |
| Provide details of different aspects of the program including: | <ul style="list-style-type: none"> Tentative dates and timelines of the program Details of different phases of the program Key Performance Indicators targets expected from the proposed |

| Items of Expenditure | Expected Contribution from the Nodal Agency | Contribution from the Incubator (In-kind contribution will not be considered) | Contribution from the Program Partners (If any) |
|----------------------|---|---|---|
| | | | |
| | | | |

Documents required besides the basic incubator profile documents:

- Detailed report of the event
- Demand note
- Proof of Media Coverage: Newspaper coverage (full sheet of newspaper edition, highlighting the news published)
- Video of the event on pen drive/DVD
- Photographs of the event (in case of no media coverage, the provided photographs must be geo-tagged with time and date stamp)
- Screenshots of social media posts (depicting the tagging of MP Startup Centre in the posts)
- Copies of invoices of the actual expenditure incurred in organizing the event.
- Following Lists must be provided in original:
 - i. Session-wise list of guests, speakers & participants along with their mobile number & email ID, organization, designation. (Annexure – i)
 - ii. Particularly for startups, their DPIIT Numbers & Bhaskar IDs must be included along with the above-mentioned details. (Annexure – ii)

(Annexure – i)

Format of session wise list of Guests, Speakers & Participants

(1) For Guests & Speakers

| Session Name | Name | Organization | Designation | Address | Email | Mobile No. | Guest / Speaker |
|--------------|------|--------------|-------------|---------|-------|------------|-----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | | | | | | | |

(2) For Participants:

| Session Name | Name | Organization | Designation | Addresses | Email | Mobile No. | Startup (Yes/No) | Signatures |
|--------------|------|--------------|-------------|-----------|-------|------------|------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | | | | | | | | |

Note: The list has to be sealed and signed by the organizer.

(Annexure – ii)

Format of session-wise list of Participating Startups:

(1) Session Name: _____

| S.No. | Representative Name | Startup Company | DPIIT No. | Bhaskar ID | District | Email | Mobile No. | Signatures |
|-------|---------------------|-----------------|-----------|------------|----------|-------|------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | | | | | | | | |

Note: The list must be sealed and signed by the organizer.

17. **Form 17: Form for Incubation Centre Upgradation Support**

(As per paragraph 11.3 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

For technology upgradation Enhancement of the centre:- (Attach current and new purchased equipment/machine/fab-lab instruments, related operational software, etc, along with justification regarding the requirement, invoices, picture, video and proof of purchase)

| Si.no | Equipment /machine/ software name | Old and new equipment | Expenditure Head (Cost of the Equipment /machine/software) | Grant claimed In Rs. (In Lakhs) | Contribution from the Incubator in Rs. (In Lakhs) | Picture and demo video of the equipment/machine/software | Attach Invoices, proof of purchasing, proof of installation in the incubator (Purchase must not be less than 60 days older) |
|-------|--|--------------------------|---|--|---|---|---|
| | | | | | | | |

Documents required:

1. List of existing equipment/machine/software with supporting invoices, pictures, demo video
2. List of new equipment/machine/software with invoice, proof of purchase, pictures and demo video
3. Justification for the requirement and affidavit/self-declaration from the Startup (on startup letterhead signed by CEO/Founder) on why they required such equipment and how this helped in their startup journey.
4. Self-declaration that the equipment will not be used by Host Institute and will only be used by the startups of the Incubators
5. Upgradation assistance can be provided only for expense/purchase of **equipment/machine/fab-lab instruments, related operational software, etc incurred in the policy period**

18. **Form 18: Form for Incubation Centre for Madhya Pradesh Startup Centre Acceleration Program**

(As per paragraph 12.2 of Madhya Pradesh Startup Policy and Implementation Scheme, 2025)

| Additional Details | |
|---|---|
| Details of the Proposed Accelerator Program: | <ol style="list-style-type: none"> Name: Type (sector specific/sector agnostic): Sector/Focus area (as mentioned in section 3.0): Target Cohort Size: Duration of program: Executive Summary of the proposed program |
| Details of the Proposed "Program/Accelerator Partner" for the program | <ol style="list-style-type: none"> Names and brief profiles of the proposed Program/Accelerator Partner (s) Details of in-kind and cash commitments being made by the Program/Accelerator Partner (s) (along with a letter of intent/commitment letter) Role and responsibility of the Program/Accelerator Partner (s). |
| Preparedness to run MPSAP | <ol style="list-style-type: none"> Details of the incubator experience of running large-scale programs involving scouting, outreach, and training support. Details of the tentative team proposed to be involved in running the Accelerator Program, including details of the program lead who will spend substantially all-time in running the program smoothly. Tentative list of expert evaluators and mentors expected to be involved in running the program. Details of experience of providing grant or funding to startups and success stories Case studies of incubator supporting its existing / graduate incubate in the acceleration of the startup (max 5) Experience of incubator in running an accelerator program Number of startups which raised funds after completing the Accelerator (For Incubator which have previously conducted any accelerator program sponsored by any state/central govt.): |
| MPSAP Design and Structure | <ol style="list-style-type: none"> Tentative dates and timelines of the program Details of different phases of the program Proposed targets by the incubator for the program: <ul style="list-style-type: none"> Number of startups scouted and crystallized through the application process Number of startups evaluated and provided feedback Number of startups provided mentoring support Number of startups provided acceleration support through the program Number of startups supported in securing funding/capital Number of startup supported in personnel development |

| | |
|---|---|
| | <ul style="list-style-type: none"> • Number of startups supported in securing target customer/market validation/traction • Number of startups successfully graduated from the program • Quantum of capital raised by the startups within 12 months of graduation from the program. • Number and details of the startups awarded in the demo day. • Details and Number of investors present on the demo day and feedback report of the investors on startups presented. |
| Month-wise work plan for the program (a separate time linked activity chart to be provided along with the detailed work plan) | |
| Additional Documents to be attached. | Short Profile of Full-time management team of the incubator (Board, CEO, other officials) |
| | List of Sector focus with justification |
| | Upload documents related to support received from State/Central Government for establishment/operations/specific programs |
| | Complete Project proposal including: - Proposal as per annexure A - Budget as per guideline - Activity Schedule - Month-wise work plan with detailed structure of the program - CV of the head of the proposed accelerator program - List of internal team member, with designation and contact details - List of empanelled fulltime and parttime mentors and trainers - List of empanelled Partners with commitment letters. - Details about current infrastructure of the company - Details about the space, and equipment including equipment and online platforms for networking and equipment for prototyping and research - Cancelled cheque, bank details |

19. Annexure 3: Annexure to be submitted by Incubation Centre applying for any kind of assistance

Undertaking
(To be submitted on Non-Judicial Stamp Papers)

I, on behalf of my organisation, hereby declare the following:

1. Information, statements & other documents given herein are to the best of my knowledge & belief, true and correct in all particulars.
2. I declare that should I intend to avail capital assistance in this Scheme, I will be running the incubation facility for a minimum of 3 years. I will also submit audited financial statements of my incubation centre every year to the Nodal Agency/Policy Implementation Agency within 4 months of the preceding financial year.
3. I am duly authorized to sign an application and details and documents submitted in this application.
4. I undertake that our incubator will be based in Madhya Pradesh and above sought incentives shall not be claimed from any other policies/schemes of Government of Madhya Pradesh during the Madhya Pradesh Startup Policy and Implementation Scheme 2025 applicable period.
5. In the event of a default or failure to comply with the mandatory terms and conditions, the recovery of any amount shall be carried out in accordance with the provisions of the Revenue Recovery Laws or any other law for the time being in force.
6. I hereby declare that the information given above and in the enclosed documents is true to the best of my knowledge and belief and nothing has been concealed therein. I understand that if the information given by me is proved false/not true, I will have to face the punishment as per the law. Also, all the benefits availed by me shall be summarily withdrawn.

Signature of Authorized Signatory

Date

Place

(*All the fields and documents required in the forms mentioned above are provisional and version of forms on the startup.mp.gov.in shall be considered final. All forms are downloadable on the portal (www.startup.mp.gov.in).)

7. Annexure 4: Detailed Terms and Condition for selection process of Incubator and Startup under Madhya Pradesh Startup Seed Fund Assistance (MPSSFA)

a. Incubator Empanelment:

a. 1. Eligibility Criteria for Incubators Empanelment:

The eligibility criteria for an incubator to get empanelled in the Madhya Pradesh Startup Seed Fund scheme to get empanelled will follow the terms and conditions as given in provision no. 11 of the Madhya Pradesh Startup Policy and Implementation Scheme 2025, along with any additional criteria as may be decided by the Startup Standing Committee (SSC).

a.2. Selection Process for Incubators

Online Applications will be invited from incubators across the State to get empanelled for the conducting the MPSSFA by Madhya Pradesh startup centre on Startup.mp.gov.in.

Incubators will be evaluated through the SSC based on following parameters:

- i. Fulfilment of terms & condition as per the policy
- ii. Quality of the team of Incubator
- iii. Available infrastructure, testing labs etc.
- iv. Composition of Incubator - Startup Evaluation Committee (ISEC) (as defined in para b.2 (ii))
- v. Incubation support provided by incubator in last 2 years:
 - No of Startups incubated
 - No. of startups graduated, i.e. progressed from one stage of business development cycle to the next
 - No. of startups that crossed a revenue of Rs 25 Lakh/year in last 2 years
- vi. Support extended to incubatees in last 2 years:
 - No. of startups invested in by the incubators
 - No. of startups that have raised funds through external sources
 - Total amount of funds available for incubatees under any State/Central govt scheme through incubator
 - Total investment amount raised by incubatees from external sources
 - No. of mentors hired
 - Average mentoring hours allocated per startup per month
 - List of Partners Industry/Corporate and Type of Partnership
 - Event held for stakeholder engagements
 - Participation in other events
 - No. of IP (patents, copyrights, designs and trademarks) registered by incubatees.
- vii. Any other relevant parameters that decided by the SSC

a.3. The call for Application for incubators will be opened based on the requirement.

a.4. After the screening and due diligence of the applications received by the Madhya Pradesh Startup centre (MPSC), the applications along with its report will be presented before the SSC. After that the process will follow the policy provision.

a.5 An incubator will be empanelled for the policy period. SSC will convene at least quarterly to evaluate the performance of the empanelled incubator. If the performance of any empanelled incubators is found unsatisfactory by the SSC, the incubator will be removed from the empanelment.

b. Eligibility for Startup applying for MPSSFA

b.1 Eligibility Criteria for Startups:

The eligibility criteria for a startup to apply under the Madhya Pradesh Startup Seed Fund Assistance shall be as follows:

- I. A startup can avail this assistance till 2 years of being recognized by DPIIT, at the time of application.
- II. Startup must have a business idea to develop a product or a service with market fit, viable commercialization, and scope of scaling.
- III. Preference would be given to startups creating innovative solutions in the priority sectors as identified by the state and mentioned in the MP startup Policy and Implementation Scheme, 2025.
- IV. Startup should not have received more than Rs 10 lakh of grant support under any other Central or State Government scheme for similar purpose. This does not include prize money from competitions and grand challenges.
- V. Any startup will not receive this seed support more than once in its lifetime.
- VI. The seed funding will be given in tranches, as approved by the SSC. After the seed support is approved to a startup, undertaking between the startup and MP Startup Centre should include progress milestones and monitoring norms.

b.2 Selection of Startup

- i. Startup applications will be shared with the empanelled incubators for evaluation.
- ii. Each of the empanelled incubators will constitute a committee called the 'Incubator - Startup Evaluation Committee (ISEC)', which will evaluate startups and share its recommendation for seed support grant to MP Startup Centre. The composition of ISEC could be as follows:
 - *Incubator CEO/Head (Chairman)*
 - *Representative from Madhya Pradesh Startup Centre/Department of MSME (Mandatory)*
 - *Representative of a Venture Capital Fund/ Angel Investor*
 - *A domain expert from academia*
 - *A domain expert from Industry*
 - *Two Successful Entrepreneurs*
- iii. It is recommended to have at least 2 members in the ISEC out of the state. The quorum should have at least 60% members present during the evaluation. The final composition and members of ISEC of each incubator shall be approved by SSC and will be a critical parameter in selection of incubators.
- iv. The startups shall be selected through an open, transparent, and fair process conducted on a quarterly basis through an online call for applications that shall be hosted by the MPSC on the portal. This call shall be opened during the first seven working days of each quarter.
- v. The incubators shall check the eligibility of the startup application as per the para-a.1 and ISEC will evaluate application as per criteria given below:

| | Criteria | Details | Indicative Weightage (%) |
|---|--------------------------------|---|--------------------------|
| 1 | Is there a need for this idea? | Market size, what market gap is it filling, does it solve a real-world problem? | a (10%) |
| 2 | Feasibility | Feasibility and reasonability of the technical claims, methodology used/ to be used for PoC and validation, roadmap for product development | b (15%) |
| 3 | Potential Impact | Customer demographic & the technology's effect on | c (15%) |

| | | | |
|---|--|--|---------|
| | | these, national importance (if any) | |
| 4 | Novelty | USP, associated IP | d (10%) |
| 5 | Team | Strength of team, technical and business expertise | e (15%) |
| 6 | Fund Utilization Plan | Roadmap of money utilization | f (15%) |
| 7 | Presentation before the committee by the startup | Overall assessment | g (20%) |
| | | | 100% |

- vi. Each Incubator through its ISEC shall assess and evaluate startup applicants and share the recommended applications to MPSC within 20 working days from the date of mapping of the application.
- vii. MPSC will recommend the startups to SSC. In the event the competent authority determines that none of the shortlisted Startups are suitable for seed funding grant, they reserve the right to reject all such shortlisted startups without the obligation to assign any reason for such rejection.
- viii. An applicant, if rejected, may apply afresh after 6 months from the date of rejection on the portal. The applicant startup can apply for maximum 2 times for the MPSSFA.

c. Guidelines for Disbursement of Seed fund Grant

c.1 MPSC on behalf of Madhya Pradesh Laghu Udyog Nigam (MPLUN) shall obtain an undertaking specifying milestones from the selected startups before the release of the first instalment. Subsequent disbursement/s would be linked to the achievement of specified milestones by the startup.

c.2 The incubator or any of its staff members shall not charge any fee in cash or in kind from applicants or beneficiaries under this assistance.