

ODISHA STARTUP POLICY– 2016

(with Amendments

dated the 31st March, 2017 & 16th March 2018)

&

OPERATIONAL GUIDELINES

(Dated the 6th November, 2018)

ODISHA

NEW OPPORTUNITIES



Government of Odisha

Micro, Small & Medium Enterprises Department

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GOVERNMENT OF ODISHA

Micro, Small & Medium Enterprises Department

ODISHA STARTUP POLICY-2016

Resolution No.5670/MSME
MSME (G&M)-188/2016
Dated the 29th August, 2016

1. Preamble

Government of Odisha plans to create conducive environment for Startups, empower Startups to grow through innovation and design, create a world-class scientific ecosystem and enable its youth to pursue their dreams within the State.

This Startup policy shall act as a catalyst in the economic growth of Odisha creating models for scalability and replicability across the State resulting in large scale employment opportunities.



2. Vision

- To emerge amongst the top 3 "***Startup Hubs***" in India by 2020 through strategic partnerships, conducive ecosystem, investment and policy interventions.
- To unleash the potential of women entrepreneurship in Odisha by encouraging at least 33% of the Startups with Founders/Co-Founders as women.

  (Note: added vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805/)

3. Mission

a) Build a holistic Startup ecosystem in Odisha to enable the State to become one of the top three Startup destinations in the country

b) Provide fiscal and non-fiscal benefits in a transparent and time bound manner

c) Streamline rules, regulations and legislations to create a Startup friendly environment

d) Implement a supportive regulatory framework and robust governance structure that enables hassle-free, time bound statutory clearances and monitoring of this policy

4. Objectives

a) Develop a world class "Startup Hub" in Odisha by 2020;

b) Encourage incubators including sector specific ones aligning with the State's strengths and requirements;

c) Create enabling environment and supporting eco-system that facilitates at least 1,000 Startups in next five years in the State;

d) Take steps to provide skill-based training to encourage youth to take up Startups;

e) Encourage all major companies operating out of Odisha to include skill and infrastructure development for Startups as an integral component of their CSR activities;

f) Create a strong institutional framework for effective implementation, monitoring and evaluation of this policy.



5. Scope

The policy would provide incentives and exemptions over and above the Startup policy of Government of India and any other existing policy in the State.

6. Policy period

The Odisha Startup policy will remain in operation for a period of five years from the date of its notification or until substituted by another policy, whichever is earlier.



7. Definitions

(i) ***Accelerator :*** Accelerator is an organization or program that enables rapid growth of new Startups by providing specific services like: mentoring, training, resources and networking to help Startups increase their customer base, generate more profits, prepare for funding and professionalize their organization.

(ii) ***Entity:*** Private Limited Company or One Person Company (as per the Companies Act 2013), a Registered Partnership Firm (under the Partnership Act, 1932) or Limited Liability Partnership (under the Limited Liability Partnership Act, 2008).

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

(iii) ***Incubator:*** An organization designed to support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognized either by the Central or State Government.

The incubator entity must be a registered entity falling under any one of the following categories:

a) Society (under The Societies Registration Act, 1860)

b) Section 8 Company (under The Companies Act, 2013)

c) Private Limited Company (under The Companies Act, 2013)

d) Public Company (under The Companies Act, 2013)

e) Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)

The incubator entity should facilitate at least 3 months interaction in person or virtual between its incubatees and mentors, when in operation.

Besides the above, Startup Council may consider case of a reputed academic institution/university / deemed university for recognition as incubator even if the same does not fall under any of the above categories.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

(iv) Innovation : The process of translating an idea or invention into a good or service that creates value for which customers will pay. Innovation involves deliberate

application of information, imagination and initiative in deriving greater or different values from resources.

(v) ***Nodal Agency:*** Nodal Agency shall mean reputed Government as well as other institutions / organizations as approved by the Startup Council as Nodal Agencies for certifying Startups.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

(vi) ***Startup :*** Startup is an entity involved in crafting repeatable and scalable product or service making a positive impact in the society, where the solution is not obvious and success is not guaranteed.

An entity shall be considered as a "Startup" provided that :

a) The date of its incorporation / registration is not prior to 7 years. In case of Biotechnology Startups incorporation/ registration should not be prior to 10 years.

(Note: ammended vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805/)

b) Its annual turnover does not exceed Rs. 25 crore, for any preceding financial year;

c) Such entity is working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property and makes it scalable for achieving commercial success;

d) It is registered in Odisha or employs at least 50 percent of its total qualified workforce in Odisha;

e) Such entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence.

(vii) ***Successful Startup:*** Successful Startup: Startup would be considered 'successful' if it fulfils any of the following conditions:

1. Startup has got total equity financing by SEBI registered AIF (Alternative Investment Fund) Category 1 & 2 fund or Angel Networks of at least INR 25 Lakh; or
2. Sanction Letter of funding / grant by Government of India or any State Government of at least INR 5 Lakh; or
3. The startup has got a revenue run rate of at least INR 10 Lakh a month over previous six months.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

(**viii) Marketing expense:** Expense of the following nature shall be considered as marketing expense:

1. Media purchase to promote startup product / service across digital, print, TV, radio and Out of Home media; or
2. Expense for media development such as creative, jingles, brochures, etc. as may be required; or
3. Cost for setting up stall or counter at a business relevant exhibition in India or abroad along with economy class travel and three star hotel stay for the duration of the event for two individuals working with the Startup for at least three months subject to prior approval of the Government. Sales discount shall not form part of the marketing expense.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

(ix) **University**: University means a University established or incorporated by or under a Central Act or a State Act, and includes any such institution as may be recognized by University Grant Commission.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))



8. Startup Ecosystem

The Government of Odisha recognizes the fact that the seeds of entrepreneurship and the instinctive ability to innovate must be nurtured through an enabling ecosystem, such as :

- Creation of world class **physical infrastructure** to support Startups;
- Promoting the culture of innovation through **Academic Interventions;**
- Institutionalizing the culture of entrepreneurship by providing **training for the requisite Skills**

8.1. *Infrastructure : Germinating Startups through Incubators*

Realizing the importance of quality infrastructure required for creating successful Startups, government would encourage creating world class incubators in:

- University/Institutions, *where fresh minds sprout new ideas*;
- R&D/Incubators, *where innovation is encouraged through a structured approach*; and
- Industry/place of work, *where new challenges and opportunities lead to innovation*.

8.1.1. *University / Institution*

The State will encourage Universities / Educational Institutions, which are in existence for at least 5 years and approved by State Level Implementation Committee to be eligible to support and mentor innovators. These institutions can utilize the existing facilities or set up new Incubators to create a Startup ecosystem.

Such approved institutions will be eligible for a one time grant of 50% of capital cost (excluding the cost of building) upto a maximum of Rs 1 crore to set up / scale up an Incubator Facility.

In case a University recognized under the Central/State Act / a reputed academic institution/ Centre of Excellence such as IIT, IIM, NISER, IISER etc. is able to raise funding for development of its incubation infrastructure, the Startup Council may consider providing a matching grant subject to an upper limit of Rs.5 crore on case to case basis. Such grant from the government shall only be used for development of incubation of infrastructure including purchase of equipment for the incubation facility.

(Note: ammended vide vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.) and vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S &I (Startup)-20/2018/1805).

These approved institutions shall be eligible for performance capital grant of Rs. 5 lakh for each successful Startup (as per the definition) that they incubate for a minimum period of three months.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

Reputed Government institutions in the State may be approved by the

State Level Implementation Committee as Nodal Agencies for certifying Startups for the purpose of applicability of this policy. The State Level Implementation Committee may allow any other institution to be a nodal agency on a case to case basis.

8.1.2. *Incubators*

The State will encourage incubators recognized either by the Central or State Government and approved by State Level Implementation Committee to be eligible to support and mentor Startups. Such approved incubators shall be eligible for assistance for mentoring service.

The approved incubators shall be eligible for a performance capital grant of Rs. 5 lakh for each successful Startup they incubate.

8.1.3. *Industry groups / Industry House*

The State will encourage existing Industrial groups in existence for at least 5 years in the State to support the Startup / Innovation drive. The Industry can utilize their existing facility or set up new Incubators to create Startup ecosystem. The Industry group shall be approved by the State Level Implementation Committee to be eligible to support and mentor Startups. Such Industry group shall be eligible for assistance for mentoring service.

These approved Industry groups/houses shall be eligible for a performance capital grant of Rs. 5 lakh for each successful Startup that they create.

8.1.4. *Startup / Innovation Park*

The Government would establish one or more Startup / Innovation Park in the State as one-stop-destination for Startups, either on its own or in partnership with private sector.

The Startup / Innovation park shall have necessary common facilities and support infrastructure, such as:

a) Common Testing labs, Design Studio & Tool Rooms

b) Shared support services for Startups such as legal, accounting, technology, patents and banking services

c) Community Events and Promotional support for incubators and Startups

d) Enterprise Software and shared Hardware

The CSR Funds of State PSUs shall also be channelized and utilized for the development of Startup / Innovation Park in compliance with the Companies Act 2013.

8.1.5. *Institution - Incubator - Industry Partnership (3i)*

A "Three-I" (3i) platform shall be created where institutions, incubators and industry shall be networked through an e-platform.

This platform shall function as a ***"Virtual Incubator"*** to Startups connecting the research institutes, mentors, Startups and other stakeholders. The platform shall also provide access to Government empanelled service providers in areas such as Law, Finance, Accountancy, Marketing, etc.

8.1.6. *Sector Specific Incubators*

Sector-specific incubators shall be encouraged in areas such as IT/ITEs, ESDM, Healthcare and Sanitation, Agri Business and Food Processing, Hi-Tech farming, Tourism, Textiles and Garments, Chemical and Petrochemicals, Downstream and Ancillary.

These incubators shall be setup by the concerned Government Departments, either on their own or in partnership with private sector.

8.1.7. *Incubator Franchise - Challenge Model*

In order to build world class incubators, the Government shall identify Business Incubators, by selecting an Incubator Franchise through an international competitive bidding process as approved by the Government.

The competitive process shall be for local and foreign entities and shall have Venture Capitalists, Private Equity groups, Super-Angels, Local and Multi-National Corporations as their partners in the development of incubators in Odisha.

8.2. *Academic Interventions*

To foster a culture of entrepreneurship and build the ecosystem for Startups, the State Government shall undertake the following academic interventions in association with Industry Associations.

8.2.1. *University Syllabus*

The Universities shall be advised to introduce courses in Startup education and entrepreneurship development.

8.2.2. *State Schools Syllabus*

Inputs in Entrepreneurship and innovation shall be introduced as part of the State School Syllabus to give students an introduction to the subject and help develop tan aptitude for the same.

8.2.3. *Faculty Up-gradation*

The Government shall support universities to train the faculty for promotion of innovation and entrepreneurship as per the existing policy and guidelines of State Government in Higher Education Department and concerned Universities.

8.2.4. *Sabbatical Scheme for College and University Faculty*

A sabbatical scheme shall be introduced for College or University professors, who work along with students at an incubator, to pursue entrepreneurship for a specified period. In case any faculty decides

to join a Startup approved by the nodal agency, the faculty shall be eligible for an Extra Ordinary Leave without payment for a maximum period of 3 years.

8.3. *Startup Skills Ecosystem*

The below mentioned initiatives shall be taken up in association with Industry Associations, Angel Investors etc.

8.3.1. *Startup Role Model Program*

The Government will encourage innovation amongst the entrepreneurs and students which focus on innovative products that address societal problems.

Top 10 Startups operating in the State shall be identified through a selection process and shall be given a platform to meet and interact with mentors for getting funding support for product development and marketing. "Startup of the Year" award shall be given to top 3 shortlisted Startups from the State. Similar awards such as "Best Mentor", "Investor of the year" shall also be given through this program which would be conducted annually with the assistance of Industry Associations operating in the State.

8.3.2. *Boot camps*

College and School Level Startup Development Clubs (Boot camps) will be established through incubators to foster innovation and entrepreneurial spirit at the school and college levels.

8.3.3. *International Startup Culture and Exchange Programme*

An international Startup exchange program shall be setup to garner knowledge and experience from global startup destinations to enhance the startup culture in the State.

The Government will tie-up with the international organizations to send Startups to leading global Startup destinations for gaining international exposure. Similarly, tie-ups may be setup to bring world class Startups to work alongside Startups in Odisha for faster learning and cultural exchange.



9.Funding and Incentives

9.1. ***Startup Capital Infrastructure Fund***

A Startup Capital Infrastructure fund/ Seed Fund upto Rs. 25 crore shall be sourced as per requirement through budgetary provision of MSME Department to support development of hard and soft infrastructure for the startup ecosystem in the State such as physical infrastructure for incubators including testing labs, design studio, tool rooms, virtual incubators etc.

9.2. ***Startup Seed Fund***

Government may participate in the Private State specific funds for Startups to set up operations in the State, such as seed/venture capital funds, limited to1/4th of the total size, only when there is firm commitment from the private State specific fund manager of bringing in 3/4th money to the State. The contribution would be released simultaneously when the private sector fund makes the contribution in the above ratio.

9.3. ***Assistance at Idea / Prototype Stage***

a) Institution / Incubator / Industry will support the innovator by providing mentor services and would allow the innovator to use facilities available in the institution / Incubator / Industry for Startups

b) Monthly allowance of Rs.20,000 (The monthly allowance shall be Rs.22,000/-, if the startup Founder (s)/Co -Founder (s) are Women or transgender or from Social Categories such as SC/ST/SEBC/PH. In such a case, Woman or transgender or SC/ST/SEBC/PH should have at least 50% equity in the startup entity) will be provided to a recognized Startup for a period of one year, if it fulfils any of the following conditions:

1) Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks in the range of at least INR 5 Lakh upto INR 1.0 crore; or

2) Startup has a patent filed in its company name and published in the Journal by the India Patent Office in the areas affiliated with the nature of business being promoted; or

3) Sanction letter of funding / grant by Government of India or any State Government ***(Either directly or through third party implementing partner)***.

4) The startup has got a revenue run rate between INR 50 thousand and INR 10 lakh a month over the previous three months at least.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.) and vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805)

c) Reimbursement of Rs.1.00 lakh per year for 3 years would be provided to Institution / Incubator / Industry for providing free internet, free electricity and mentoring services. This benefit will not be available for virtual incubators.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

d) Need-based assistance would be considered a case to case basis to a certified Startup for cost of raw material / components and other related equipment required for the innovative process for the new product development, as per the recommendation of the Startup Council/ State level Implementation Committee.

e) Recognised startups may avail subsidy benefit to the extent of 50% of monthly rental of the incubation space (subject to a maximum of Rs. 5000) for a period of maximum one year, if getting incubated at any of the incubators recognised by the Startup Odisha Initiative.

(Note: added vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805/)

9.4. *Assistance once the Idea / Concept get commercialized*

a) Product development and Marketing/Publicity assistance up to a maximum of Rs.15 lakh (The amount shall be Rs.16 lakhs, if the startup Founder (s)/Co - Founder (s) is Woman or transgender or from Social Categories such as SC/ST/SEBC/PH. In such a case, Woman or transgender or SC/ST/SEBC/PH should have at least 50% equity in the startup entity) shall be given to a Startup for introduction of innovated product in the market , if it fulfils any of the following conditions:

Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks of at least INR 25 Lakh; or

Sanction Letter of funding / grant by Government of India or any State Government ***(Either directly or through third party implementing partner)*** of at least INR 5 Lakh; or

The startup has got a revenue run rate of Rs.2.5 lakh per month during the preceding six months.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.) and vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805).

b) VAT/CST paid in Odisha by the Startup companies shall be reimbursed as per the Industrial Policy 2015.

c) The cost of filing and prosecution of patent application will be reimbursed to the Startup companies as per the Industrial Policy 2015.

9.5 *Assistance for Startup Funding*

The Government shall encourage banks and other financial institutions to extend and enhance their lending facilities to Startups and set up dedicated desks for Startups in select branches for easy funding.

The Government shall also encourage Angel Investors Network and various seed capital funding agencies to forge strategic partnership with industry/Startup associations in the State.

9.6. *Self-Certification and Compliance Incentives*

Startups shall be exempted from inspections under the following Acts and the Rules framed there under, barring inspections arising out of specific complaints. Startups will be permitted to file self-certifications, in the prescribed formats under various acts :

a) Industrial Disputes Act, 1947

b) Trade Unions Act, 1926

c) Building and Other Constructions Workers' (Regulation of Employment and Conditions of Service) Act, 1996.

d) Industrial Employment (Standing Orders) Act, 1946.

e) Other such laws are Inter-State Migrant Workmen (Regulation of Employment and Conditions of Service) Act, 1979

f) Payment of Gratuity Act, 1972

g) Contract Labour (Regulation and Abolition) Act, 1970

h) Employees' Provident Funds and Miscellaneous Provisions Act, 1952

i) Employees' State Insurance Act, 1948

j) All Labour Laws covered under the Voluntary Compliance Scheme of State Labour & ESI Department

General permission shall be available for 3-shift operations including women working in the night for Startups, subject to such units taking the prescribed precautions with respect to safety and security of employees.

9.7. Financial Support to Startups for Participating in National and International events

The Government shall provide financial support to state recognised Startups for participating in the reputed national and international events, where they are representing the state. The support may include economy class air fare or 3 tier AC train fare for travel & free space in the stall, if set up by State Government.

(Note: added vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805/)

10.Support and Assistance

10.1. *Smart Cities and AMRUT Cities*

The Smart Cities and Atal Mission for Rejuvenation and Urban Transformation (AMRUT) cities planned by the Ministry of Urban Development, Government of India and the Government of Odisha shall earmark designated areas for development for Startups.

Specific guidelines to support this initiative shall be notified based on the framework for development of Smart cities and AMRUT cities in Odisha.

10.2 *Market Access*

The State shall implement specific interventions to provide market opportunities and access for the Startups registered in the State.

10.2.1 Government Procurement

- 20% of the total procurement by State Ministries/ Departments/ State PSUs shall be mandatory from Micro & Small Enterprises or Startups.
- There would not be any minimum turnover requirement for Micro and Small Enterprises in participating in public procurement process. All State Government Departments and Agencies will additionally relax condition of prior experience with respect to Startups in all public procurements subject to meeting of quality and technical specifications.

10.2.2 Training Program - Startup Festival / Innovation Week

The Government will encourage institutions and Industry Associations to organize Startup Festival / Innovation Week. Such fests would help in showcasing innovation and provide a platform for collaboration thereby connecting with investors, mentors, incubators, exhibitions, product launches, etc.

10.2.3 Tie-ups with e-commerce companies

The State Government shall explore formal tie-up with established e-commerce companies, both multi-product and sector-specific, to provide a marketing platform for the registered Startups in the State to showcase their respective products.



11. Governance

The policy shall enable proper implementation and smooth functioning of all the provision to facilitate the Startups. The policy shall be governed by a three tier governance structure:

a) Startup-Council

b) Task Force based review mechanism

c) Startup Secretariat at Institute of Entrepreneurship Development, Odisha (IED)

Note: State Level Implementation Committee wherever written in the policy shall be replaced by Startup Council.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

11.1. *Startup-council / State Level Implementation Committee*

To foster innovation in the State, a Startup council shall be set up. The council shall be responsible to drive innovation, advise prospective Startups and guide the innovation eco-system. The council, based on the requirement, may form sub-committees to work in specific areas.

A council shall have the following members:

1.	Chief Secretary	:	Chairman
2.	Additional Chief Secretary (Finance)	:	Member
3.	Principal Secretary (MSME)	:	Member Convener
4.	Principal Secretary (Industries)	:	Member
5.	Principal Secretary (IT)	:	Member
6.	Principal Secretary (Skill Development and Technical Education)	:	Member
7.	One Technical Expert: (Concerned subject)		Invitee Member
8.	Four Members - from stakeholder including representatives from industry, academia, incubators and Apex Industry Associations, regional Industry Associations, training and development institutions, TiE etc.		

The committee shall perform the following functions including but not limited to:

a) Approval of Nodal Agencies.

b) Empanelment of Mentor Institution / Incubators / Industry House. The State Level Implementation Committee may also allow collaboration with Incubators outside the State on a case-to-case basis

c) Monitor performance through periodic review

d) Selection of seed fund/venture fund managers and review of performance

e) Revisit the policy document and suggest modifications from time-to-time

11.2. *Task Force / Review Mechanism*

a) A task force chaired by Principal Secretary (MSME) shall be set up at the State level to monitor disbursal of fiscal incentives proposed in the policy.

b) The members of the task force shall have representatives from stakeholder agencies, institutions, representatives from industry, academia, incubators and Apex Industry Associations, regional Industry Associations, training and development institutions etc. Need based members shall be co-opted as and when required.

c) Specific Performance Indicators (SPIs) shall be defined for monitoring the policy objectives. An online system to track the progress on policy objectives in real time will be built, ensuring transparency and accountability in the process of target monitoring and reporting.

d) The Task Force shall periodically review the implementation process and report the progress to State Level Implementation Committee on a periodic basis.

e) The Task Force shall also revisit the policy document from time to time to review and suggest recommendations to the State Level Implementation Committee to realign it as per the changing needs of the Startup business community.

11.3. *Startup Development Cells*

Startup Development Cells shall be established at each DIC and in identified Universities / Colleges, to provide the youth with requisite information regarding the Startup Policy and its provisions.

Each Startup Development Cell shall have a Ready Reckoner or Information Handbook on Doing Business for Startups in English, Hindi and Odia languages.

11.4. The Startup Secretariat at Institute of Entrepreneurship Development, Odisha (IED) chaired by CEO, IED shall be responsible for day to day functioning of the Startup Odisha initiative till the Mission Director, Startups take over the institution.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

12. Procedure

a) Selection of Nodal Institutes will be on invite basis and approval by the Startup Council.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

b) The Institute / Incubator / Industry which intend to promote the startups, will submit its proposal to Startup Secretariat online for empanelment as Mentor Institute / Incubator / Industry.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

c) Removed

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

d) Removed

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

e) The startups will be required to register with Startup Odisha initiative online to avail monetary (Monthly allowance, Marketing Expense, Raw Material assistance, or any other that might be announced by the state govt.)/non monetary benefits under the policy.

The Nodal Agency on satisfaction will :

a) certify the registration proposal online;

b) process, certify and review application of Startups for various monetary / non monetary benefits. All such applications will be forwarded online to Startup Secretariat.

Startup Secretariat will examine all such applications and present them along with their recommendation to the Task Force for final consideration / approval. Result will be emailed to the Startup directly and will also be published online.

Once approved, by the Task Force, Startup will receive the monetary benefit directly in their bank account subject to clearance by Startup Secretariat on due diligence of required documents.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

f) Removed

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

g) Removed

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

h) The existing incubators can avail performance capital grant and reimbursement benefit (for free internet, electricity and mentoring service).

Aspiring / Existing incubators established in a University / Educational Institute will be eligible for one time capital grant up to INR 1.0 crore subject to recommendation of the Startup Council. To be eligible for one time

capital grant, Aspiring / Existing incubator should dedicate a minimum of 5,000 sq. feet of carpet area to the incubatees.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

i) Existing / Aspiring incubator will apply for monetary benefit (performance capital grant, reimbursement benefit, one time capital grant, or any other that might be announced by the state govt.) / non monetary benefit online as applicable with the Startup Odisha initiative.

Startup Secretariat will examine all application(s) and present them along with their recommendation as follows:

a) One Time Capital Grant application(s) will be presented to the Startup Council for final consideration / approval.

b) All other application(s) will be presented to the Task Force for final consideration / approval.

Result will be emailed to the incubator directly and will also be published online.

Once approved, Incubator will receive the monetary benefit directly in its bank account subject to clearance by Startup Secretariat on due diligence of required documents.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

j) A startup applicant can reapply for startup recognition/ financial assistance one more time after a gap of 3 months from the date of communication of rejection.

(Note: added vide Notification MSME, Bhubaneswar dtd. 16.03.2018 No. S & I (Startup)-20/2018/1805)



13. General Terms and Conditions

a) Doubts relating to interpretations of any term and/or feedback on the policy or operating guideline and/or dispute relating to the operation of any of the provisions under this policy be referred to the Startup Secretariat online.

Startup Secretariat will collate all such doubts and present along with their recommendation to Task Force / Startup Council for clarification / resolution. The decision of the Task Force / Startup Council in this regard shall be final and binding on all concerned.

(Note: ammended vide Notification No.2014/MSME Bhubaneswar Dated the 31st March, 2017, MSME (G&M)-06/2017(Pt.))

b) No right or claim for any incentive under this policy shall be deemed to have been conferred merely on the ground of provision in this policy. Implementation of various provisions covering the incentives, concessions, etc. will be subject to the issue of detailed guidelines / statutory notifications, wherever necessary in respect of each item by the concerned Administrative Department.

c) The State Government may at any time amend any provision of this policy.

ORDER: Ordered that the Resolution be published in the extraordinary issue of the Odisha Gazette and copies of the Resolution be forwarded to all Departments/all Head of Departments.

By order of the Governor

Sd /-
(L.N. Gupta)
Additional Chief Secretary to Government

GOVERNMENT OF ODISHA

Micro, Small & Medium Enterprises Department

OPERATIONAL GUIDELINES
for
ODISHA STARTUP POLICY-2016

Notification No.7098 / MSME
S&I (IED)-20/2018
Dated the 6th Nov, 2018
Bhubaneswar

I - Definitions

For the purpose of convenience, all definitions as per the Odisha Startup Policy-2016 and subsequent amendment in March, 2017 and 2018 are indicated in Annexure-1.

II - Startup

Startup Recognition / Registration

The registration by a startup entity for recognition can be done online by simply filling a Startup Registration Form (Annexure-2) and giving self- certification for the following set of documents:

1. Incorporation certificate of the entity :

   This would be verified from the MCA-21 portal.

2. Self-certification for Startup definition:
   a. The date of its incorporation / registration is not prior to 7 years. In case of Biotechnology Startups incorporation / registration should not be prior to 10 years.
   b. The entity's annual turnover does not exceed Rs.25 crore, for any preceding financial year.
   c. If not registered in Odisha, the entity employs at least 50% of its total qualified workforce in Odisha.
   d. The entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence.

3. Self-Certification for Proof of innovation:
   a. DIPP Startup India recognition certificate; OR
   b. Startup has a patent filed in the entity name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; OR
   c. Sanction Letter of funding / grant to the entity / founder/ Co-founder by Government of India or any State Government (Either directly or through third party implementing partner) as part of any specified scheme to promote innovation; OR
   d. Letter of funding of not less than 20 percent in equity by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business; OR
   e. If an entity doesn't possess any of the above mentioned four documents, they may submit a one page write-up / note explaining innovative nature of its product. The applicant entity is encouraged to share its business plan along with the note on innovation.

Application Process for Recognition / Registration

1. The startup entity will have to submit its application online in the Startup Registration Form (Annexure-2).
2. The Nodal Agency on satisfaction will certify the registration proposal online within 2 weeks, which they will forward to the Startup Secretariat. However, Nodal Institute may schedule a call or a meeting with the startup entity, if it deems necessary, within the first week of receipt of such application.
3. Startup Secretariat will collate all such certified applications and will present them with its recommendation to the Task Force for consideration and final approval.

4. Result will be published online and also emailed to the concerned Startup entity.
5. In case a Nodal Agency is unable to evaluate an application within the specified time of 2 weeks, it shall be granted a maximum of additional 1-week time to complete the process. In case the concerned Nodal Agency does not meet the extended deadline, the application shall automatically move to another Nodal agency with the same domain with the time limit of two weeks for disposal. In rare cases, where both the first and the second Nodal Agency fail to evaluate an application within their specified time limits, it shall automatically move to the Startup Secretariat. The Startup Secretariat shall evaluate the same within two weeks.

Benefits to Recognized Startup

A 'recognized Startup entity' may apply for any of the following monetary benefits available under the Startup Odisha initiative:

1. **Monthly allowance** of Rs.20,000 (the amount shall be Rs.22,000/- if the startup Founder(s)/ Co-Founder(s) are Women or Transgender or from Social Categories such as SC/ST/SEBC/PH. In such a case, woman or transgender or SC/ST/SEBC/PH should have at least 50% equity in the startup entity) which may be provided to a 'recognized Startup entity' for a period of one year, if it fulfills any of the following conditions:

a. Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks in the range of (at least) Rs. 5 Lakh to Rs. 1.00 crore; or
b. Startup has a patent filed in the entity name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; or
c. Sanction letter of funding / grant to the entity / founder/ Co-founder by Government of India or any State Government (Either directly or through third party implementing partner); or
d. The startup has got a revenue run rate of Rs. 50 thousand to Rs. 10 Lakh per month over the last three months at least.

2. Product Development and Marketing/ Publicity assistance up to Rs. 15 lakh (the amount shall be Rs.16 lakhs, if the Startup Founder(s)/ Co-Founder(s) is woman or transgender or from Social categories such as SC/ST/SEBC/PH. In case, Woman or transgender or SC/ST/SEBC/PH should have at least 50% equity in the startup entity), which may be given to a 'recognized' Startup entity for introduction of innovated product in the market , if it fulfills any of the following conditions :

a. Startup has got total equity financing by SEBI registered AIF Category 1 & 2 fund or Angel Networks of at least Rs. 25 Lakh; or
b. Sanction Letter of funding / grant to the entity / founder/ Co-founder by Government of India or any State Government (Either directly or through third party implementing partner) of at least Rs. 5 Lakh; or

c. The startup has got a revenue run rate of Rs.2.5 lakh per month during the preceding six months.

3. **Need based assistance**, which may be considered on case to case basis to a 'recognized Startup entity' towards cost of raw material / components / Research & Development and other related equipments required for the innovative process for new product development / existing product improvement.

   However, this assistance will be provided only in case(s) where innovation is dependent on specific raw material / equipment / Research & Development and subject to approval by the Startup Council.

4. Financial Support to Startups for participating in National and International Events:

a. The government shall provide financial support to State recognized Startups for participating in the reputed National & International events, where they are representing the State.

b. The support may include economy class airfare or 3 tier AC train fare for travel and free space in the stall if set up by State Government.

5. Subsidized Incubation:Recognised Startups may avail subsidy benefit to the extent of 50% of monthly rental of the incubation space (subject to a maximum of Rs.5000/-) for a period of maximum one year, if getting incubated at any of the incubators recognised by the Startup Odisha Initiative.

Application Process for availing Financial Benefit

1. Once recognized, a startup entity can apply online for the monetary benefit with Startup Odisha initiative by filling a standard form (Annexure-3).
2. The Nodal Agency will review the monetary application of the startup entity and will share its review online with the Startup Secretariat within next 2 weeks of receipt of such application. However, Nodal Agency may schedule a call or a meeting with the startup entity, if it deems necessary, within the first week of receipt of such application.
3. Startup Secretariat will collate all such applications and undertake due diligence of the applications and requisite documents (Annexures 3-5) and present them with its recommendation to the Task Force for consideration and final approval within next 2 weeks of receipt of such application. Result will be published online and also emailed to the concerned Startup entity.
4. Once approved by the Task Force, Startup will receive the monetary benefit(s) directly in the entity's bank account.
5. In case of application by a recognised Startup for financial support to participate in reputed National & International events, the Nodal agency will review the application(s), verify documents and forward its recommendation to the Startup Secretariat within one week of submission of such application(s).

The Startup Secretariat will then, examine such recommendations received from nodal agencies and furnish its final recommendation to the Task Force to enable it to take decision. The Task Force may accept or reject the recommendation.

Once approved, the Startup will get reimbursement of economy class air fare subject to a maximum of Rs. 8,000/- for domestic travel or Rs. 20,000/- for international travel limited to actuals or 3-tier a/c train fare for travel (to and fro) to the city of event.

6. For Subsidized Incubation, a recognised Startup may apply in the application form prescribed at Annexure-12. Once applied, the application will go to the concerned recognised Incubator opted by the Startup.

   The Incubator concerned will examine the application and may accept or reject the application by giving reasons therefore. In case the incubator concerned is recommending the acceptance of the application, it will indicate the monthly rental of Incubation Space to the Startup Secretariat within one week of receiving the application.

   Startup Secretariat then may accept or reject the recommendation of the incubator. In case it agrees, may reimburse 50% of the monthly rental of the incubation space subject to maximum of Rs. 5,000/- per month for a maximum period of one year. The reimbursement will directly be made to the concerned recognised incubator subject to submission of monthly bill and certificate of occupancy of the Startup duly certified by both the concerned incubator and Startup.

7. In case a Nodal Agency is unable to evaluate an application within the specified time of 2 weeks (1 week in case of applications financial support to participate in reputed National & International events), it shall be granted a maximum of additional 1-week time to complete the process. In case the concerned Nodal Agency does not meet the extended deadline, the application shall automatically move to another Nodal agency with the same domain with the time limit of two weeks (1 week in case of applications financial support to participate in reputed National & International events) for disposal. In rare cases, where both the first and the second Nodal Agency fail to evaluate an application within their specified time limits, it shall automatically move to the Startup Secretariat. The Startup Secretariat shall evaluate the same within two weeks.

Fund Release Guideline

1. **Monthly Allowance :**

   a. Monthly payment for the first three months may be made directly to a recognized eligible startup entity in its registered bank account on a monthly basis.

   b. Three months onwards, payment may be released based on the utilization report submitted by the

Startup online to the Nodal agency within 15 days of completion of the first three months.

c. Startup entity shall submit a utilization report highlighting the utilization of the monthly allowance in the first three months and enclose/upload supporting documents and bills, where applicable.

d. Payment of the monthly allowance will be made for a period of one year only.

e. Startup entity can avail this benefit only once.

f. Startup entity shall submit a final utilization certificate highlighting utilization of the monthly allowance along with supporting documents and bills within one month of the completion of 1 year.

2. Product Development and Marketing / Publicity Assistance:

a. Startup will have to submit a self-contained product development plan with justification, online (Annexure-4).

b. Subject to approval, 50% of the payment to a recognized startup entity may be made in advance and the remaining 50% will be made to its registered bank account upon utilization of the advance payment on the basis of submission of utilization certificate along with bills.

c. The Startup entity must submit utilization certificate along with bills for the advance payment within three months of receiving the grant.

d. The Startup entity must submit final utilization certificate along with bills for the entire amount within six months of release of grant.

3. Need based Assistance :

a. Startup entity will have to submit a self-contained plan with justification online (Annexure-5) for the need and the manner of utilisation of the assistance.

b. Subject to approval, payment may be made directly to a recognized startup in its registered bank account.

c. The Startup entity must submit utilization certificate along with bills for all the expenses within three months of receiving the grant.

4. Financial Support for participating in reputed National and International Events:

a. The Startup entity will apply online (Form at Annexure 11) along with required supporting document for financial support to cover travel expenses for participating in reputed National/International event.

b. Subject to approval, payment may be made directly to a recognised Startup in its registered bank account.

5. Subsidized Incubation:

a. The startup entity will have to apply online (Annexure 12) for subsidized incubation at any of the Incubators recognised by Startup Odisha Initiative.

b. Once approved, a fresh rent agreement needs to be made between the Startup and the Incubator based on the subsidized incubation approval for one year

and the same be submitted to Startup Secretariat within 1 month from approval date.

c. The reimbursement will directly be made to the concerned recognised incubator on quarterly basis based on submission of bill and certificate of occupancy of the Startup duly certified by both the concerned incubator and Startup.

d. Payment of the monthly subsidy will be made for a period of one year only.

e. This benefit can be availed only once by a recognised Startup.

f. Startup cannot sub-lease or share subsidized incubation space with any other entity during the subsidy period.

III – Incubator

Benefits to Incubators

1. **One-Time Capital Grant** of 50% of the capital cost (excluding the cost of building) up to a maximum of Rs.1 crore, which may be given to an approved incubator to set up or scale up incubation facility.

2. In case, a university recognised under the Central/ State Act/ a reputed academic institution/ *Centre of Excellence such as* IIT, IIM, NISER, IISER etc. is able to raise funding for development of its incubation infrastructure, the Startup Council may consider providing a matching grant subject to an upper limit of Rs.5 crore on case-to-case basis. Such grant from the government shall only be used for development of incubation infrastructure including purchase of equipment for the incubation facility.

3. **Reimbursement of Utility Expenses** of Rs.1 lakh per year for a period of 3 years, which may be provided to an approved incubator for providing free internet, free electricity and free mentoring services to the incubatees. This benefit will not be available to virtual incubators.

4. **Performance capital grant** of Rs.5 lakhs, which may be given to an approved incubator for its each successful Startup incubated at least for a minimum period of 3 months.

Application Process for Approval (Recognition) of an Incubator

1. Existing / Aspiring incubator may register by filling Incubator Registration Form with Startup Odisha initiative (Annexure-6).

2. Startup Secretariat will collate all such applications and will present them with its recommendation to the Task Force for final consideration and approval.

3. Task force will consider these applications once in a month and decide.

4. Result will be published online and also emailed to the concerned Incubator.

Application Process for availing Monetary Benefit

1. An approved incubator may apply online for monetary benefit as applicable, with Startup Odisha initiative (Annexure-7).
2. Incubator shall provide proof of capital investment made as 'own contribution' for availing one-time capital grant.
3. In case a university is able to raise funding for development of its incubation facility, proof of such funding shall be provided for availing the matching grant.
4. Startup Secretariat will collate all such applications, undertake due diligence of such applications and requisite documents and will present them with its recommendation to the Task Force / Startup Council for final consideration and approval. Result will be published online and also emailed to the concerned Incubator.
5. Once approved by the Task Force / Startup Council, the existing / aspiring incubator will receive the monetary benefit directly in its bank account.

Eligibility

1. One-Time Capital Grant:

a. Aspiring / Existing incubators established in a University / Educational Institute will be eligible for one time grant of 50% of capital cost (excluding the cost of building) up to a maximum of Rs. 1.0 crore to set up / scale up an Incubator Facility.

b. However, Aspiring / Existing incubator should dedicate a minimum of 5,000 sq. feet of carpet area to the incubatees.

c. In case, a university recognised under the Central/State Act/ *a reputed academic institution/ Centre of Excellence such as IIT, IIM, NISER, IISER etc.* is able to raise funding for development of its incubation infrastructure, the Startup Council may consider providing a matching grant subject to an upper limit of Rs.5 crore on case-to-case basis.

d. Such grant from the govt. shall only be used for development of incubator infrastructure including purchase of equipment for the incubation facility.

2. Reimbursement of utility Expenses:

a. Applying body should be an approved Incubator.

b. Applicable only for an incubator having physical infrastructure in place.

c. Applicable only if incubator is providing free internet, free electricity and free mentoring services to the incubatees.

3. Performance capital grant

a. Applying body should be an existing approved Incubator.

b. Applicable, only if the successful startup is incubated for at least three months at the approved incubator.

Fund Release Guideline

1. **One-Time Capital Grant:**
   a. The approved aspiring/ existing incubator will submit online application for Monetary Grant (Annexure-7) to the Startup Secretariat and upload requisite documents for due diligence.
   b. The grant may be disbursed in a phased manner as per the budget/ utilisation plan submitted by the incubator and approved by the Startup Council.
   c. The grant may be disbursed in proportion to the funds brought in by the approved incubator, as mentioned in their budget plan and approved by the Startup Council.
2. **Reimbursement of Utility Expense:**
   a. One-time payment of utility expenses limiting to Rs. 1 lakh per year for a maximum period of 3 years may be made directly to the approved existing incubator in its registered bank account.
   b. The incubator must submit bills for the expenses while availing the grant and submit utilization certificate within 3 months of the release of the grant.
3. **Performance capital Grant:**
   a. One-time payment may be made directly to the approved incubator in its registered bank account.
   b. The approved incubator will submit a list of the successful incubatees incubated at least for a period of three months.

IV - Nodal Agency

Introduction

In order to avail the benefits announced in the Startup Odisha initiative, an entity would be required to be recognised as a Startup. To this effect, it would be required to submit an application online along with a note on innovation. All such registering entities application's need to be carefully reviewed by an expert committee hosted under the Nodal Agency. As per the policy "Nodal Agency shall mean reputed Government as well as other institutions/ organizations as approved by the Startup Council as Nodal Agencies for certifying Startups."

Objective

To review

(i) Applications of Startups for their recognition and
(ii) The merit of the Startup applications for monetary grants.

Fee

Nodal Agency will be paid fee for review of registration & all other assistance as follows:

- **Startup Recognition**: One-time fee of Rs. 1,500 per application
- **Monetary Grant Application**: One-time fee of Rs. 5,000 per application, which shall also include the periodic review of startups' performance.

Fund release guideline

The bill for the fee payable to the nodal agency will be auto generated by the system on a monthly basis and will be paid after due diligence by the Startup Secretariat directly in the Bank A/c of the Nodal Agency.

Selection of the Nodal Agency

Selection of Nodal Agency will be on invitation basis only with the approval of Startup Council. The selected Nodal Agency will however have to fill up a form as per Annexure-8.

V - Application for Registering as Angel Network

Introduction

In order to register or avail monetary benefits under the Startup Odisha initiative, one of the selection criteria is being funded through an angel network recognised by Startup Odisha initiative.

Selection of Angel Network

For an angel network entity to register with Startup Odisha, it would be required to submit an application online (Annexure-9) and will have to submit following documents:

1) Incorporation Structure.
2) Investment facilitation declaration duly certified by a registered Chartered Accountant/statutory auditor authorizing the funding.

   All such applications need to be carefully reviewed by the Startup Secretariat and will be approved by the Startup Council. Result will be emailed to Angel Network directly and will also be published online.



VI - Terms & Conditions

1. The incubator will be required to put in place the requisite physical infrastructure (shared/specific) such as laboratory, workshop facilities, utilities, support services, pre-incubation services, networking, mentoring and other facilities within a period of six months from the date of release of capital grant and other benefits.
2. The incubator would also put in place a dedicated full time Chief Executive Officer (CEO) with desired domain and management expertise with other core team/supporting staff for the successful operation of incubator within two months from the date of release of funds.
3. The incubator would evolve a transparent system for selection of incubatees. The incubatees would be admitted subject to fulfilling the admission criteria and the incubator would enter into an appropriate agreement with its incubatees.
4. Each incubator would be required to have a website of its own, which should be updated on a continuous basis.
5. The grantee is required to send online i) progress report; and ii) audited statement of accounts and Balance Sheets to the Startup Secretariat at the end of each financial year as well as at the time of seeking further installments of the grant, if any. However, companies and individuals would be required to submit a yearly expenditure statement for the full amount (including their own contribution) to ensure that matching funding is released.
6. The incubator will be reviewed quarterly both for financial and physical performance. The release of subsequent grants will be based on satisfactory performance.
7. Officers of the Startup Secretariat/ Government may visit the organization periodically for ascertaining the progress of work and resolving any difficulties that might be encountered during the course of implementation.
8. Government/Startups Secretariat reserves the right to terminate support to the incubator at any stage, if it is convinced that the grant is not being utilized properly for the purpose for which the same is released.
9. All the assets acquired or created from the grant will be entered and maintained in a separate register and should not be disposed-off or encumbered or utilized for purpose other than those for which the grant has been sanctioned without the prior permission of the Startup Secretariat.
10. The grantee must not entrust the implementation of the work for which the grant is being sanctioned to another institution and divert the grant receipts as assistance to the latter institution.
11. In case any information provided is found to be false, the Startup / Incubator's registration will stand canceled and it will have to repay the assistance already released within six months failing which action will be initiated as per Government rules and guidelines for recovery.

Annexure-1

Definitions

1) **Accelerator**: Accelerator is an organization or program that enables rapid growth of new Startups by providing specific services like: mentoring, training, resources and networking to help Startups increase their customer base, generate more profits, prepare for funding and professionalize their organization.

2) **Entity:** Private Limited Company or One Person Company (as per the Companies Act 2013), a Registered Partnership Firm (under the Partnership Act, 1932) or Limited Liability Partnership (under the Limited Liability Partnership Act, 2008).

3) **Incubator:** An organization designed to support Startup companies during the early stages to help develop a scalable business model through business support resources and services such as physical space, capital, coaching and mentoring, common services including corporate and legal services and providing networking connections. An Incubator shall also mean a Technology Business Incubator (TBI) recognised either by the Central or State Government.

(i) The incubator entity must be a registered entity falling under one of the following categories:

   a) Society (under The Societies Registration Act, 1860)

   b) Section 8 Company (under The Companies Act, 2013)

   c) Private Limited Company (under The Companies Act, 2013)

   d) Public Company (under The Companies Act, 2013)

   e) Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)

(ii) The incubator entity should facilitate at least 3 months interaction in person or virtual interactions between its incubatees and mentors, when in operation.

Besides the above, Startup Council may consider case of a reputed academic institution/deemed university for recognition as incubator even if the same does not fall under any of the above categories.

4) **Innovation:** The process of translating an idea or invention into a good or service that creates value for which customers will pay. Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources.

5) **Nodal Agency**: Nodal Agency shall mean reputed Government as well as other institutions / organizations as approved by the Startup Council as Nodal Agencies for certifying Startups.

6) **Startup**: Startup is an entity involved in crafting repeatable and scalable product or service making a positive

Definitions

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6) **Startup**: Startup is an entity involved in crafting repeatable and scalable product or service making a positive impact in the society, where the solution is

Annexure – 2

Startup Registration Form

Sl. No.	Fields
1	Incorporation Number *
2	Sector (To be selected from the drop down box)
3	Date of Incorporation
4	Entity's Name
5	Entity's Address
6	Entity's Website URL
7	Focus Area : Product ☐ Service ☐
8	Incorporation Structure (To be selected from the drop down box) - Private Limited - Limited Liability Company - Registered Partnership - One Person Company (OPC)
9	Director's / Promoter's Name, Gender, Caste & Shareholding percentage (All directors)
10	Director's / Promoter's Mobile Number (Main & alternative)
11	Director's / Promoter's Email Id (Main & alternative)
12	Self-Declaration (Tick appropriate ones) - Date of incorporation / registration of entity is not prior to 7 years. In case of Biotechnology Startups incorporation/ registration should not be prior to 10 years. ☐ - The entity's annual turnover does not exceed Rs.25 Crore, for any preceding financial year. ☐ - If not registered in Odisha, the entity employs at least 50% of its total qualified workforce in Odisha. ☐ - The entity is not an extension of the existing family business; or formed by splitting up or reconstruction of a business already in existence. ☐
13	Brief description of product & innovation:
14	Innovation Proof (Tick the appropriate one) - DIPP Startup India recognition certificate; OR ☐ Patent filed in its company name and published in the Journal by the India Patent Office in areas affiliated with the nature of business being promoted; OR ☐ - Sanction Letter of funding / Grant to the entity/ Founder/ Co-Founder by Government of India or any State Government (Either directly or through third party implementing partner) as part of any specified scheme to promote innovation; OR ☐ - Letter of funding of not less than 20 percent in equity by any Incubation Fund/ Angel Fund/ Private Equity Fund/ Accelerator/ Angel Network duly registered with Securities and Exchange Board of India that endorses innovative nature of the business; OR ☐ - None of the above. ☐
15	In case of none of the above, a note on Innovativeness (not more than 2 MB size) to be attached.
16	Are you already an Incubatee? If Yes, write the name and contact details of the Incubator.
Nodal Agency's Remarks / Recommendation **(Name and designation of officer of Nodal Agency recommending the proposal)**	
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**	

* Incorporation number would be verified through MCA-21 portal, where applicable.

Annexure – 3

Application for Startup Monetary Benefit(s)

Sl. No.	Fields		
1	Startup's Registration Number*		
2	Entity's Name		
3	Entity's Email Id		
4	Entity's Bank Name		
5	Entity's Account Holder's Name		
6	Entity's Account Number		
7	IFSC Code of the Bank		
8	Type of Benefits for Startup	Assistance Required (Tick)	Whether Availed Earlier? (Tick)
	- Monthly Allowance Grant	Yes ☐ No ☐	Yes ☐ No ☐
	- Reimbursement of Product Development and Marketing / Publicity Assistance	Yes ☐ No ☐	Yes ☐ No ☐
	- Need Based Assistance	Yes ☐ No ☐	Yes ☐ No ☐
9	Explanation - Requirement of Monthly Allowance Grant (Click & fill up the monthly allowance in the box at row-10) - Requirement of Product Development and marketing assistance (Fill-up Annexure-4). - Requirement of need based assistance for Raw Materials / Components / Other related equipment's (Fill-up Annexure-5).		
10	Amount of assistance required (in Rs.)	Monthly Allowance ☐	Product Development & Marketing Assistance ☐ / Need Based Assistance ☐
11	Documents for Due Diligence to be uploaded: - Incorporation Certificate, if not verified by MCA-21 Portal. - Signed Shareholder's Agreement and covering letter duly certified by a registered Chartered Accountant/statutory auditor authorizing the funding. - Copies of Balance Sheets and Profit and Loss Accounts duly certified by a registered Chartered Accountant/statutory auditor. - Workforce Proof (applicable for units not incorporated in Odisha): Employee State Insurance (ESI) and Provident Fund (PF) Challan for the startup highlighting the workforce duly certified by a registered Chartered Accountant/statutory auditor. - Proof of 20% equity participation by SEBI approved fund or Patent certificate or Sanction Letter of funding / grant by Government of India or any State Government. - Supporting document as proof of gender/social category (*In case, Woman or transgender or SC/ST/SEBC/PH have at least 50% equity in the startup entity)*).		
12	Brief description of product & innovation:		
Nodal Agency's Remarks **(Name and designation of officer of Nodal Agency recommending the proposal)**			
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**			

* Registration number as given to the Startup by the Startup Secretariat.

Annexure – 4

Startup Product Development and Marketing Plan

(A) Marketing Plan

#	Media Type	Publisher	Duration / Time Frame	Amount	Objective	Nodal Agency's Remarks
1						
2						
3						
4						
5						
6						
7						
8						
Total						

#	Exhibition Name	Location	Stall Requirement	Dates	Amount	Objective	Nodal Agency's Remarks
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
Total							

#	Name	Designation
1		
2		

Nodal Agency's Remarks / Recommendation

(Name and designation of officer of Nodal Agency recommending the proposal)

Recommendation / comments of IED (Startup Secretariat)

CEO, IED

Name(s) of the person & designation participating in the exhibition/ conference/ seminar.

1) **Media Type**: Digital, Print, TV, Radio, Out of Home, Others.
2) **Duration / Time Frame**: e.g. number of days, etc.
3) **Amount**: Total amount for that media type.
4) **Exhibition Name**: Name of the conference / exhibition / seminar.
5) **Location**: City & Country
6) **Stall requirement**: Yes / No
7) **Dates**: Duration of the event

(B) Product Development Plan

Describe your Product & Innovation with possible uses/applications of product(200 words)			
Explain detailed product development process with emphasis on various cost heads being incurred at all stages of the product development lifecycle (1000 words)			
Sl. No.	**Cost Head**	**Cost**	**Nodal Agency Recommendation**
Total			
Nodal Agency's Remarks / Recommendation			
Name and designation of officer of Nodal Agency recommending the proposal			
Recommendation / comments of IED (Startup Secretariat)			
CEO, IED			

Annexure – 5

Need Based Assistance

Describe your Product & Innovation (200 words)				
Explain detailed product development process/ lifecycle (500 words)				
Explain how the specific equipment/ raw material is critical in development of the innovative product (300 words)				
Explain in detail how your product is a significant value addition over any other product currently existing in the market (300 words)				
Sl. No.	**Name of Raw Material/ Equipment**	**Closest Substitute available**	**Cost**	**Nodal Agency's Recommendation**
1				
2				
3				
Total				
Nodal Agency's Remarks / Recommendation				
Name and designation of officer of Nodal Agency recommending the proposal				
Recommendation / comments of IED (Startup Secretariat)				
CEO, IED				

P.S. Need based assistance shall be provided only in cases where the availability of a specific raw material component / equipment/ Research & Development is critical and the development of an innovative product which is a significant value addition over any other product currently existing in the market. The unavailability of the specific raw material/ equipment/ Research & Development should be hindrance to innovation.

Annexure – 6

Incubator Registration Form

Sl. No.	Fields			
1	Incorporation Number*			
2	Incorporation Date			
3	Name of the Incubator			
4	Name of the University/Organization in which Incubator is situated			
5	Existing/Aspiring Existing ☐ Aspiring ☐			
6	Sector (To be selected from the dropdown box)			
7	Incorporation Structure (To be ticked from the dropdown box) - Society (under The Societies Registration Act, 1860) - Section 8 Company (under The Companies Act, 2013) - Private Limited Company (under The Companies Act, 2013) - Public Company (under The Companies Act, 2013) - Limited Liability Partnership (under The Limited Liability Partnership Act, 2008)			
8	Incubator's Address			
9	Incubator's Email ID			
10	Incubator's Mobile Number			
11	Incubator's Website URL			
12	Contact Person's Name			
13	Contact Person's Designation			
14	Contact Person's Mobile Number			
15	Contact Person's Email Id			
16	Floor Area (in sq. Ft.)			
17	Laboratory /workshop facilities			
	Availability of Internet Yes ☐ No ☐ Speed in MBPS ☐			
18	Total Manpower for O&M			
19	Details of the Govt. / Corporate sponsored incubation programs, if any?	Sponsoring Agency	Name of the scheme / programs	Achievements
20	No. of Incubatees Graduated			
21	If aspiring incubator, please upload the following documents: - Names of the Industries or Individuals that would be associated with the incubator along with their letter of intent. - CV/ Resume of Full-time Managing Team (Board, CEO and other officials) - List of key mentors providing the designation, qualification etc. - Sector focus Self-Declaration (Please tick the box) - Dedicated Space of at least 5,000 square feet. ☐			
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**				

* Incorporation number would be verified through MCA-21 portal, where applicable.

Annexure – 7

Application for Incubator Monetary Benefit(s)

Sl. No.	Fields			
1	Incubator's Registration Number*			
2	Type of benefits	Assistance Required	Whether Availed Earlier?	
	One time capital grant	Yes ☐ No ☐	Yes ☐ No ☐	
	Reimbursement grant	Yes ☐ No ☐	Yes ☐ No ☐	
	Performance grant	Yes ☐ No ☐	Yes ☐ No ☐	
3	Amount of assistance required (in Rs.)	One Time Capital Grant	Reimbursement Grant	Performance Grant
3	Incubator's Bank Name			
4	Incubator's Account Holder Name			
5	Incubator's Account Number			
6	IFSC Code			
7	Due diligence (Relevant documents to be uploaded) - Proposed Budget Plan for one time capital grant. - Detailed Business Plan for utilization of capital grant. - Incorporation Certificate or Memorandum of Association - Recognition Certificate of the incubator by the Central or State Govt. - Audited Statement of Accounts for the last three years or period of existence. - Annual Reports for the last three years or period of existence. - Names of the Industries or Individuals that would be associated with the incubator along with their letter of intent. - CV/ Resume of Full-time Management Team (Board, CEO and other officials). - Proof of availability of 5,000 sq. feet built up space along with lease deed in favour of the incubator. - List of key mentors providing the designation, qualification etc. - List of successful startups along with supporting documents. - Utility Bills and Bills for Mentoring. - Proof of funding raised by Incubator in a University.			
Nodal Agency's Remarks / Recommendation **(Name and designation of officer of Nodal Agency recommending the proposal)**				
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**				

* Incubator's registration number as given by the Startup Secretariat.

Annexure – 8

Nodal Agency Registration Form

Sl. No.	Fields			
1	Nodal Agency's Name			
2	Nodal Agency's Website URL			
3	Sector (To be selected from the dropdown box)			
4	Nodal Agency's Address			
5	Director's / Promoter's Name			
6	Director's / Promoter's Mobile No.			
7	Director's / Promoter's Email Id			
8	Nominated Contact Person's Name			
9	Nominated Contact Person's Mobile No.			
10	Nominated Contact Person's Email Id			
11	Expert Committee Details (Multiple Entries)			
	Name	Designation	Experience	Focus Area
12	Nodal Agency's Bank Name			
13	Nodal Agency's Account Holder Name			
14	Nodal Agency's Account Number			
15	IFSC Code			
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**				

Annexure – 9

Angel Network Registration Form

Sr. No.	Fields
1	Incorporation Number*
2	Incorporation Date
3	Name of the Angel Network
4	Focus Sector of Investment (To be selected from the dropdown box)
5	Incorporation Structure (To be selected from the dropdown box) - Society (under The Societies Registration Act, 1860) - Section 8 Company (under The Companies Act, 2013) - Private Limited Company (under The Companies Act, 2013) - Public Company (under The Companies Act, 2013) - Limited Liability Partnership (under The Limited Liability Partnership Act, 2008) - Public Charitable Trust
6	Angel Network' Address
7	Director's / Promoter's Name
8	Director's / Promoter' Mobile
9	Director's / Promoter's Email Id
11	Number of Investment Facilitated
12	Average Investment ticket size
13	Number of members in the angel network
14	Documents to be uploaded: - Incorporation Certificate, if not verified through MCA-21 Portal - Investment facilitation declaration duly certified by a CA/ Statutory Auditor authorizing in Funding.
Recommendation / comments of IED (Startup Secretariat) **CEO, IED**	

* Incorporation number would be verified through MCA-21 portal, where applicable.

Annexure-10

Mentor Registration Form

1.	Name			
2.	Age:			
3.	Gender	Male, Female, Transgender Prefer not to say		
4.	Address:			
5.	Email:			
6.	Phone Number:			
7.	Professional Details:	Organisation/Company	Position	Period
8.	Brief Profile (100 words)			
9.	Domain/Thematic Area/ Area of Expertise			
10.	Total years of experience			
11.	Mentorship Experience (If any)			
12.	Entrepreneurial Experience (If any)			
13.	Availability (Numbers of hour per week)			
14.	Preferable contact days & times			
15.	Upload CV			
16.	LinkedIn Profile URL			

Recommendation/Comments by Startup Secretariat:

CEO, IED

Annexure-11

Financial support for Participating in National/ International Events

<table>
<tr><th>Sl. No.</th><th colspan="4">Fields</th></tr>
<tr><td>1</td><td colspan="4">Startup's Recognition Number provided by Startup Odisha*</td></tr>
<tr><td>2</td><td colspan="4">Entity's Name</td></tr>
<tr><td>3</td><td colspan="4">Entity's Email Id</td></tr>
<tr><td>4</td><td colspan="4">Entity's Bank Name</td></tr>
<tr><td>5</td><td colspan="4">Entity's Account Holder's Name</td></tr>
<tr><td>6</td><td colspan="4">Entity's Account Number</td></tr>
<tr><td>7</td><td colspan="4">IFSC Code of the Bank</td></tr>
<tr><td rowspan="3">9</td><td colspan="4">Details of event for which financial support is required to participate and explain how it can help your startup:</td></tr>
<tr><td>Name of the Event</td><td>Type of the event (Exhibition/Conference /Other)</td><td>Place (City/Country)</td><td>Type of participation(Delegate/Exhibit)</td></tr>
<tr><td></td><td></td><td></td><td></td></tr>
<tr><td>10</td><td>Mode of Travel:

Train: ☐

Flight: ☐</td><td>Amount of money required as travel assistance:

Rs.</td><td colspan="2">Free Stall Space (If set up by State Govt.)

YES ☐ NO ☐ NA ☐</td></tr>
<tr><td>11</td><td colspan="4">Documents for Due Diligence to be uploaded:

• Details of the event (Event website/brochure etc.)
• Copy of invitation in the name of the Startup or Founder(s) to participate
• Event Registration confirmation copy
• One page explanation on how participating in the event can help the Startup.
• Travel cost estimate/ Quotation
• Original unedited tickets and boarding passes as applicable to be submitted on completion of travel along with photographs and brief event report as proof of participation.</td></tr>
<tr><td colspan="5">Nodal Agency's Remarks

(Name and designation of officer of Nodal Agency recommending the proposal)</td></tr>
<tr><td colspan="5">Recommendation / comments of IED (Startup Secretariat)

CEO, IED</td></tr>
</table>

Annexure – 12

Subsidized Incubation

Sl. No.	Fields			
1	Startup's Recognition Number provided by Startup Odisha*			
2	Entity's Name			
3	Entity's Email Id			
4.	Name preferred Incubator (recognised by Startup Odisha Initiative) for subsidized incubation along with space required (in sq.ft).			
5	Why subsidized Incubation is required ?			
6	Has the Startup availed any of the benefits under Startup Odisha Policy? Yes/No ☐ Monthly Allowance ☐ PDMA ☐ NBA ☐			
7	What is the annual revenue run rate of the entity?			
8	Number of employees ?			
9	Stage of business	☐ Proof of concept	☐ Early Traction	☐ Scale up
10.	Incubatee Type: ☐ New ☐ Existing. If existing,(Mention date of incubation.)			

Inputs by Incubator

11.	Allocated Space in Sq ft.		Total Rent per month	Rs.
	Rent per Sq. ft.	Rs.	Eligible subsidy amount	Rs.

12. Bank details of the Incubator

a) Incubator's Bank Name	**b)** Incubator's Account Holder Name	**c)** Incubator's Account Number	**d)** Bank IFSC Code

Incubator Remarks

(Name and designation of officer of Incubator recommending the proposal)

Recommendation / comments of IED (Startup Secretariat)

CEO, IED

Annexure 13

List of Sectors

Sl. No.	INDUSTRY	SECTORS
1	Advertising	AdTech
		Online Classified
2	Aeronautics/Aerospace & Defence	Drones
3	Agriculture	Dairy Farming
		Organic Agriculture
		Agri-Tech
		Food Processing
		Cold storage
4	AI	Machine Learning
		NLP
5	Analytics	Business Intelligence
		Big Data
		Data Science
6	Animation	N/A
	AR/VR (Augmented + Virtual Reality)	N/A
	Architecture/Interior Design	N/A
7	Art & Photography	Handicraft
		Art
		Photography/Videography
8	Automotive	Auto & Truck Manufacturers
		Auto, Truck & Motorcycle Parts
		Tires & Rubber Products
		E-vehicle
9	Chemicals	Commodity Chemicals
		Agricultural Chemicals
		Specialty Chemicals
		Diversified Chemicals
10	Telecommunication & Networking	Wireless
		Integrated communication services
		Network Technology Solutions
11	Computer Vision	N/A
12	Construction	New-age Construction Technologies
		Construction Materials
		Construction & Engineering
		Construction Supplies & Fixtures
		Homebuilding

Sl. No.	INDUSTRY	SECTORS
13	Dating / Matrimonial	N/A
14	Design	Web Design
		Industrial Design
15	Education	E-learning
		Education Technology
		Skill development
		Coaching
16	Conventional Energy	Oil & Gas Exploration and Production
		Oil & Gas Drilling
		Oil Related Services and Equipment
		Oil & Gas Transportation Services
17	Renewable Energy	Renewable Solar Energy
		Renewable Wind Energy
		Renewable Nuclear Energy
		Renewable Energy Solutions
		Renewable Biogas Energy
		Renewable Biomass Energy
18	Green Technology	Waste Management
		Clean Tech
19	Enterprise Software	Cloud
		ERP
		CXM
		SCM
		Customer Support
		Collaboration
		Location Based
		Enterprise Mobility
20	Events	Weddings
		Event Management
21	Fashion	Fashion Technology
		Fashion Design
		Lifestyle
		Apparel
		Fan Merchandise
		Jewelry
		Handloom

Sl. No.	INDUSTRY	SECTORS
22	Finance Technology	Crowd funding
		Mobile wallets/ Payments
		Point of Sales
		Payment platforms
		Trading
		Billing and Invoicing
		Personal Finance
		Insurance
		Advisory
		Business finance
		P2P Lending
		Bit coin and Block chain
		Microfinance
		Foreign exchange
		Accounting
23	Food & Beverages	Restaurants
		Food Processing
		Microbrewery
		Mobile restaurant
		Food delivery
24	Technology Hardware	Embedded
		Semiconductor
		Electronics
		3d printing
25	Healthcare &Life sciences	Medical Devices/Biomedical
		Health & Wellness
		Pharmaceutical
		Healthcare Services
		Healthcare IT
		Healthcare Technology
26	Biotechnology	NA
27	Human Resources	Recruitment/Jobs
		Training
		Skills Assessment
		Talent Management
		Internships

Sl. No.	INDUSTRY	SECTORS
28	Internet of Things	Smart Home
		Manufacturing & Warehouse
		Wearables
29	IT Services	IT Consulting
		BPO
		KPO
		Web Development
		Product development
		Application Development
		Testing
		IT Management
		Project Management
30	Marketing	Loyalty
		Branding
		Digital Marketing (SEO/Automation)
		Discovery
		Sales
		Market Research
31	Media & Entertainment	Digital Media News
		Digital Media Video
		Digital Media Blogging
		Digital Media Publishing
		Digital Media
		Movies
		OOH Media
		Social Media
		Entertainment
32	Nanotechnology	N/A
33	Pets & Animals	N/A
34	Professional & Commercial Services	Environmental Services & Equipment
		Commercial Printing Services
		Employment Services
		Business Support Services
		Professional Information Services
		Business Support Supplies

Sl. No.	INDUSTRY	SECTORS
35	Real Estate	Housing
		Co-working Spaces
36	Retail	Retail Technology
		Social Commerce
		Comparison Shopping
37	Other Specialty Retailers	Auto Vehicles, Parts & Service Retailers
		Home Improvement Products & Services Retailers
		Home Furnishings Retailers
		Computer & Electronics Retailers
38	Robotics	Robotics Technology
		Robotics Application
39	Safety	Personal Security
40	Security Solutions	Cyber Security
		Home Security solutions
41	House-Hold Services	Personal Care
		Laundry
		Baby Care
		Home Care
42	Social Impact	NGO
		Corporate Social Responsibility
		Social Impact Enterprise
43	Social Network	N/A
44	Sports	Fantasy Sports
		Sports management
45	Textiles & Apparel	Leather Textiles Goods
		Non- Leather Textiles Goods
		Apparel & Accessories
		Leather Footwear
		Non- Leather Footwear
46	Transportation & Storage	Freight & Logistics Services
		Passenger Transportation Services
		Transport Infrastructure
47	Travel & Tourism	Holiday Rentals
		Hotel
		Experiential Travel
		Ticketing
		Hospitality
		Facility Management
48	Others	N/A



ODISHA
NEW OPPORTUNITIES

For more information and investment enquiries:

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Odiaha State Secretariat
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