



GUIDELINES FOR SELECTION OF 50 STARTUPS (BENEFICIARIES) FROM ARUNACHAL PRADESH INNOVATION AND INVESTMENT PARK UNDER DEEN DAYAL UPADHAYA SWALAMBAM YOJNA (DDUSY)

- a) As per the letter dated, the 17th September, 2024, PLNG-11050 (17)/1/2021-O/o, DIR-SP-FPID, the state Government has decided to keep 50(fifty) numbers of quota (selection of beneficiaries) under Deen Dayal Upadhyaya Swalamban Yojana (DDUSY) for Arunachal Pradesh Innovation & Investment Park (APIIP) from this year onwards. APIIP will select 50(fifty) beneficiaries from startups who are selected under Arunachal Pradesh Entrepreneurship Development Program (APEDP) in APIIP.
- b) Under this scheme, a provision of 40% front ended capital investment subsidy to the beneficiaries has been made who wish to set up small and medium enterprises with a loan from Rs. 10.00 lakhs upto Rs.50 .00 lakhs the of project cost. The cost of land and building shall be excluded from the project cost.
- c) The loan component would be 30% of the project cost. The cost of land and building shall be excluded from the project cost.
- d) Startups would be required to contribute at least 30% of the project cost as their contribution. Preference will be given to those who contribute a greater proportion. The cost of land and building shall be excluded from the project cost.
- e) Women Startups will be additionally eligible for 5% interest subsidy annually provided the startup does not become Non-Performing Asset (NPA).
- f) The sectors covered under this scheme are :-
 - a. Food-processing Units in agriculture, horticulture and allied sectors include packaging, cold chain, cold storage, milk processing etc.
 - b. Eco-tourism including home stays and tour operators



- c. Traditional textile weaving for modernisation of traditional looms and purchase of new looms to start a new weaving unit.
- d. To be set up small scale manufacturing units / bamboo processing units/service centers/ diagnostic.
- g) Selection of startups under this provision shall be done by a Startup Council body through a physical pitching event organised by Arunachal Pradesh Innovation & Investment Park. The indicative constitution of the Startup Council body will be as follows:
1. Secretary (Planning & Investment) - Chairman
 2. Director (Planning & Investment) - Member
 3. CEO, (APIIP) - Member Secretary
 4. Project Head (APIIP) - Member
 5. Lead Bank Manager - Member
- h) Only candidates/startups selected through the Arunachal Pradesh Entrepreneurship Development Program will be eligible for this scheme. The startup should have an **APIIP Startup registration**.
- i) Standard Selection Criteria for the physical pitching:

Following criteria shall be referred to as 'Standard Selection Criteria' apart from the performance of the startups during the incubation & pre-incubation period under APIIP:

Sl.	Parameter	Weightage
1	Innovation quality	10
2	Commercial Potential	10
3	Social impact	10
4	Business Viability	10
5	Existing Infrastructure	10
6	Project report	10
7	Performance of the startup during incubation/pre-incubation under APIIP	10
8	Quality of Business Plan	5
9	Environmental impact	5
10	Use of Disruptive Technology	5
11	Marketing strategy	5
12	Demonstrated early success	5
13	CIBIL Score	5
	Total	100



- j) APIIP shall be empowered to announce the dates to call for applications from eligible startups for this scheme as per the dates and guidelines of DDUSY through <https://startup.arunachal.gov.in/> .
- k) In order to receive the benefits, a startup should have to fulfil all the criteria as mentioned under the Deen Dayal Upadhyaya Swalamban Yojana (DDUSY) and shall receive the same financial benefits. The guidelines of DDUSY can be accessed at <https://ddusyarunachal.in/> .
- l) The prospective startups should submit their applications in prescribed format as at **Annexure 'A'** along with the educational qualifications and make a presentation before the Startup Council.
- m) While submitting the project proposals at APIIP, the startup will have to submit a concept note in the standard format. The Startup Council will first scrutinize the proposals by involving Bank Managers. The short-listed startups will have to make PPT presentation before the council before it is forwarded to the concerned banks. The concerned bank managers should satisfy themselves that the project proposal is bankable and also ensure that all relevant documents for loan are enclosed with the application. The viability of the project shall be determined by the concerned Bank and will be sanctioned by the Bank.
- n) The commitment by the State Govt. will be only in the form of a guarantee to release front ended subsidy by the State Govt, subject to the condition that any Scheduled Bank should be authorized to advance loan against the project of the applicant and the onus of availing the loan from the scheduled bank will be entirely and entirely the responsibility of the startup.
- o) The Planning & Investment Division will take necessary steps for obtaining A/A and E/S from the competent authorities and transfer subsidy amount to the bank. A mutually agreed amount may be placed with the bank in advance which will act as buffer for this purpose Thereafter, the bank Will consider the application of the candidate for loan. Once the loan is approved, the same will be conveyed by the Bank to the Planning & Investment Division through Lead Bank Manager monthly wise for information.



- p) Any request for review maybe re-submitted to the Startup Council only for appropriate decision Since, there is a loan component in the scheme which has to be decided by Banks depending on the bankability of the project.
- q) As governed by the various Acts of the Government in force, Collateral Security charged to the bank can be sold without restriction accordingly.
- r) Any diversion of funds / misutilisation of funds may be governed as per relevant existing acts of the Government / Bank.
- s) State Government will not provide any guarantee for loan default. It shall administered as per the banking norms of the concerned banks.
- t) This is issued with the approval of Hon'ble Deputy Chief Minister.