

Guidelines for Startups with Grassroots / Rural Impact

as per Arunachal Pradesh Startup Policy 2021

1 Definition of Startups with Grassroots / Rural Impact

Any state registered startup with unique ID shall be considered as a startup with grassroots / rural impact when it

1. scores at least 7 out of 10 in the 'Social Impact' parameter of Standard Selection Criteria and
2. meets at least one of the following conditions.
 - The startup is promoting a product that relates to state's ethnicity, such as handicraft, tribal food, ethnic tourism, etc.
 - The startup is aiming to facilitate a product or service that is based in a rural area, such as organic farming, e-commerce for farm products, etc.

2 Incentives to be Offered

Out of the 50 startups that would be selected for the initial seed fund support through Arunachal Pradesh Entrepreneurship Challenge, there shall be a minimum 20% or 10 numbers of startups with grassroots / rural impact under the definition provided above.

Such startups will apply for all incentives through the established process and other terms and conditions such as the minimum marks for eligibility shall remain the same. Startups shall be ranked based on these marks in order to having been selected to receive incentives and prizes. If two startups score the same marks, the tie will be broken by points scored on parameters from 1-10 in order of priority.

Once the startups with grassroots / rural impact qualify the eligibility criteria, they shall be selected for incentives based on their ranks and considering the minimum 20% criteria.