

No. MeitY/Innovation/15(08)/2022  
Government of India  
**Ministry of Electronics and Information Technology**  
Innovation and IPR Division  
Electronics Niketan, 6, CGO Complex

New Delhi-110003

Dated: 04.07.2023

**ADMINISTRATIVE APPROVAL**

**Subject: Administrative Approval for the implementation of the scheme entitled "Gen-Next Support for Innovative Startups (GENESIS)" to be implemented by MeitY Start-up Hub (MSH).**

The undersigned is directed to convey the Administrative Approval of the Competent Authority to the implementation of the above said scheme to be implemented by MeitY Startup Hub (MSH) an Independent Business Division (IBD) within Digital India Corporation (DIC) with a total budgetary outlay of Rs. 490 Crores (Rupees Four Hundred Ninety Crores only) to be released as grants-in-aid over a period of five years. The details of the Scheme and the Terms & Conditions governing release of grants-in-aid from MeitY are given in enclosed Annexure-I & II respectively.

2. This issues with the approval of Minister of Electronics and IT vide Note No. 137 on e-file No. 3084799 dated 14.06.2023 and with the recommendation and concurrence of SFC committee constituted under chairmanship of Secretary MeitY, on e-file Note No. 112 on e-file No. 3084799 dated 18.03.2023.



**(S. K. Tyagi)**

Under Secretary to the Govt. of India

Copy to:

1. Pay and Accounts Officer, Ministry of Electronics and Information Technology.
2. The Principal Director of Audit, O/o The Principal Director of Audit (F&C), Shamnath Marg, Civil Lines, Delhi – 110054.
3. Drawing & Disbursing Officer, MeitY (2 Copies)/ IFD, MeitY
4. CEO, MeitY Startup Hub (MSH)
5. JS(AT)/ Sci 'F'(SC)/ Sci 'D'(NKS)/ Sci 'D'(AK)/ DD(R&D)
6. Sanction Folder.



**Annexure-I to the Administrative Approval**  
**No. MeitY/Innovation/15(08)/2022 dated 03.07.2023**

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1.	Name of the Scheme:	Gen-Next Support for Innovative Startups (GENESIS)
2.	About:	GENESIS is an umbrella program to accelerate and enhance the MeitY tech start-up ecosystem pan-India for impacting and consolidating around 10,000 startups over the course of the next 5 years. This will result-in better synergies and effective integration of various start-up-led assets, programs and initiatives of MeitY, reduce overlapping of functions, proliferation of seed funding and introduction of corporate pilot programs along with creating funding opportunities for inclusive development of technology startup ecosystem.
3.	Objective:	<p>i) Consolidation of all the existing schemes and assets of MeitY to provide greater efficiency in asset utilization and increased return from scheme expenditure and overall enhanced support for startups.</p> <p>ii) Building Tier-II and Tier-III focused funding to critically support Pilot/Investment, Early-stage and deep-tech startups. Implementation partners and the startups selection under GENESIS Scheme will be done by experts based on defined and structured selection process.</p> <p>iii) Community Building initiatives including workshops, boot camps, conferences etc. to strengthen the ecosystem and build brand and recognition of MeitY Startups-related Initiatives. All the activities under GENESIS will be aligned to MeitY's major initiatives including India AI, ISM, and India Stack etc.</p>
4.	Name of the Implementing Agency:	MeitY Startup Hub (MSH) an IBD of Digital India Corporation (DIC)
5.	Salient Features:	<p><b>1. Coordination and Compliance</b></p> <ul style="list-style-type: none"> <li>▪ Effective Integration of scheme and centers under one platform i.e 51 TIDE Centers, SAMRIDH Accelerators, NGIS Centers, CoEs and other asset and programs of MeitY supporting the startups ecosystem through GENESIS Platform.</li> <li>▪ Consolidation and strengthening of the existing startup centric schemes and programs of MeitY as listed above, while the fund flow remains as it is.</li> <li>▪ GENESIS platform will aggregate various resources for "ease of access and utilization" by the startups. 100s of mentors, investors, institutions, etc.</li> </ul> <p><b>2. Funding Support to Pilot/Investment, Early-stage and deep-tech startups</b></p> <ul style="list-style-type: none"> <li>▪ Private sector matching funding of 1:1 for the investment component of the scheme with avg. funding of Rs. 40 Lakhs up- to Rs. 50 Lakhs.</li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Pilot funding to start-up with avg. funding of Rs. 40 Lakhs up to Rs. 50 Lakhs without any matching fund requirement.</li> <li>▪ Support the early-stage start-ups with funding up to Rs. 10 Lakhs without any matching fund requirement.</li> <li>▪ There is also provision to support some deep-tech startups by providing funding support with an upper ceiling of Rs. 1 Cr per startup without any matching fund requirement.</li> <li>▪ Around 1200+ start-ups will be supported through the scheme.</li> <li>▪ Launchpad for innovation projects and also Hub for global best practices &amp; intellectual capital</li> </ul> <p><b>3. Strengthen the ecosystem and build brand and recognition of MeitY Startups-related Initiatives</b></p> <p>The startup ecosystem is comprised of various stakeholders who play an important plan in enabling the success of the startup. These comprise industry, government institutions, academia, international partners/ecosystems, investors, etc., it is critically important to engage them proactively to support the ecosystem. It envisages that all the activities under GENESIS will be aligned to MeitY's major initiatives including India AI, ISM, and India Stack etc.</p> <ul style="list-style-type: none"> <li>▪ <b>GENESIS Startup Platform:</b> Single-window solution of all startup centric schemes of MeitY, programs, and initiatives targeted towards Tier II and III cities and towns.</li> <li>▪ <b>Challenges Execution:</b> Sourcing, executing, monitoring, and reporting on challenges and supporting startups, etc.</li> <li>▪ <b>Corporate and Institutional Partnerships:</b> Building linkages with global startup ecosystems and aggregating their sources from global and local industries, institutions, and agencies for the benefit of startups.</li> <li>▪ <b>Capacity Building and Performance Optimization:</b> Optimizing and enhancing the performance of MeitY Assets, Programs, &amp; Schemes via capacity-building programs.</li> <li>▪ <b>Building a self-sustaining "community of communities":</b> Creating awareness and engagement of a larger number of startups via effective and pervasive media and marketing programs.</li> </ul>
6.	Total duration of the Scheme:	5 Years
7.	Total Budgetary Outlay:	Rs. 490.00 Crore (Rupees Four Hundred Ninety Crore only)

**8. Target Beneficiaries:**

Beneficiaries include all the stakeholders engaged in the creation, promotion, and acceleration of the startup ecosystem in India. These stakeholders include:

- Students, Faculty, and academic institutions
- Budding entrepreneurs
- Startup companies and their employees





- Incubators, COEs, and accelerators
- Mentors and investors
- Micro Small & Medium Enterprises (MSMEs) seeking innovative solutions from startups
- Corporates engaged in innovation-based growth

#### 9. Total Budget Outlay:

S No.	Scheme Component	Recurring/ Non-Recurring	Cost estimate/Project Outlay					Total
			Year 1	Year 2	Year 3	Year 4	Year 5	
1	Pilot/Investment Fund/Early Stage/Deep-Tech Startups	Recurring	20.366	42.976	65.536	113.056	158.066	400
2	Administrative Expenses for IAs	Recurring	2.5	5	7.5	10	15	40
3	Branding activities	Recurring	2	5	8	10	15	40
4	Professional Resources	Recurring	1.494	1.494	1.494	1.494	1.494	7.47
5	Travel Related Expenses	Recurring	0.10	0.10	0.10	0.10	0.10	0.50
6	Contingencies	Non-Recurring	0.10	0.10	0.11	0.11	0.11	0.53
7	Office Equipment	Non-Recurring	0.30	0.15	0.05	0	0	0.50
8	Other Administrative Cost	Recurring	0.14	0.18	0.21	0.24	0.23	1.00
	<b>TOTAL</b>		<b>27</b>	<b>55</b>	<b>83</b>	<b>135</b>	<b>190</b>	<b>490</b>

#### 10. Year-wise Release of Payment:

Scheme	Financial Years	Proposed Outlay (INR Cr)	
		Pilot/Investment Fund and Management	Branding Activities
Gen-Next Support for Innovative Startups (GENESIS)	FY- 2022-2023	25	02
	FY- 2023-2024	50	05
	FY- 2024-2025	75	08
	FY- 2025-2026	125	10
	FY- 2026-2027	175	15
		450	40
<b>Total INR Cr.</b>		<b>490 Crores</b>	

#### 11. Year-wise outputs/deliverables:

S. No.	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5	Total
1	Pilot/Investment Fund/Early Stage and deep-tech Startup support	20.366	42.976	65.536	113.056	158.066	400

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2	The number of startups fund/invested (Average 40 lakhs/startup)	91	147	204	323	435	1200
3	Number of International/national Level events	1	2	3	3	3	12
4	Number of Regional events	4	5	5	5	5	24
5	Number of State level events	8	12	12	18	22	72
6	Number of Thematic events	1	2	4	4	4	15


## 12. GENESIS Governance Mechanism:

Three-tiered administrative and governance mechanism would be followed for effective implementation of the proposed GENESIS Scheme. For overall administration and management of the GENESIS scheme, an Empowered Committee (EC) will be constituted by MeitY, under the chairmanship of Secretary, MeitY, officers of MeitY along with representation from industry and leaders from startup fraternity.

A Scheme Management Committee (SMC) under the chairmanship of JS/GC (startups, Innovation & IPR) comprising of officials/ reps from MeitY, MSH, Industry experts and representatives from startup ecosystem, will be constituted by MSH with the approval of MeitY for selection of IAs and for shortlisting of startups. This committee will be tasked with evaluating and onboarding IAs and startups as per the scheme guidelines. Key recommendations including selection of IAs will be submitted to Empowered Committee for approval.

In addition, a PRSG will also be constituted under the chairmanship of JS/GC (Startups, Innovation, and IPR Division) to review technical and financial progress of the scheme periodically and entrusted with the responsibility of disbursement of funds and re-appropriation of budget heads within the approved outlay of the scheme.

**13. Budget Provisions:** Funding for the Gen-Next Support for Innovative Startups (GENESIS) Scheme is to be catered from GiA General of budget-head 'R&D in IT/Electronics/CC&BT' for 'Innovation & IPR' projects under New Projects initiatives from the budget-head 'R&D in IT/Electronics/ CC&BT'.



(S. K. Tyagi)

Under Secretary to the Govt. of India



### Terms & Conditions for Grant-in-Aid

The grant is for the specific project as approved by Ministry of Electronics & Information Technology (MeitY) and shall be subject to the conditions listed below. The proposal originating industry and grantee institution shall give an undertaking that they agree to be governed by these conditions.

1. The grant amount shall be a) spent for the project within the specified time; and b) Any portion of the grant, which is not ultimately required for expenditure for the approved purposes, shall be duly surrendered to MeitY;
2. The grantee institution shall maintain an audited record in the form of a register in the prescribed proforma for permanent, semi-permanent assets acquired as solely or mainly out of MeitY grant;
3. The assets referred to in (2) above will be property of MeitY and should not, without prior sanction of MeitY, be disposed off or encumbered or utilized for the purposes other than those for which the grant has been sanctioned. An undertaking shall be given by grantee institution that they agree to be governed by these conditions;
4. At the conclusion of the project, MeitY will be free to sell or otherwise dispose of the assets which are the property of MeitY and The grantee institution shall render to MeitY the necessary support for facilitating the sale of these assets;
5. The grantee institution shall send to the MeitY at the end of each financial year as well as at the time of seeming further instalments of the grant a list of assets referred to in (ii) above;
6. The grantee institution shall furnish Utilization Certificate (UC) along with its request for next release of GIA certifying that the fund released to them for which UC has been furnished is as per the objective of the Scheme;
7. Should at any time the grantee institution cease to exist, such assets etc., shall revert to MeitY;
8. The grantee institution shall render progress-cum-achievement reports at interval of not exceeding six months on the progress made on all aspects of the project including expenditure incurred on various approved items during the period;
9. The grantee institution shall render an audited statement of accounts to MeitY;
10. The audited statement of accounts relating to grants given during financial year together with the comments of the auditor regarding the observance of the conditions governing the grant should be forwarded to the MeitY within six months following the end of the relevant financial year;
11. The utilization of grant for the intended purposes will be looked into by the Auditor of grantee institution according to the directives issued by the Government of India at the instance of the Comptroller and Auditor General and the specific mention about it will be made in the audit report;





12. MeitY or its nominee(s) will have the right of access to the books and accounts of the grantee institution for which a reasonable prior notice would be given;
13. The grantee institution/ implementing agency should adhere to GFR guidelines while incurring expenditures out of MeitY's grant under the project;
14. The grantee institution should maintain separate audited account for the project. If it is found expedient to keep a part or whole of the grant in a bank account earning interest, the interest, thus earned should be reported to this Ministry. All Interest against Grant-in-aid should be mandatorily remitted to the Consolidated Fund of India immediately after finalization of the accounts. Such advances should not be allowed to be adjusted against future releases.
15. Institute may retain the sale proceeds of prototypes, etc fabricated as a result of the development of the project arising directly from funds granted by the Ministry shall be reverted to MeitY;
16. The know-how generated by the Scheme, shall be property of MeitY. Any receipt by way of sale of know-how transfer, royalties training etc., shall accrue to MeitY. MeitY may, in its discretion, allow or direct a portion of such receipts to be retained by the grantee institution.
17. MeitY will have the right to call for drawings, specifications and other data necessary to enable the transfer of know-how to other parties and the grantee shall supply all the needed data at the request of MeitY;
18. Application by grantee institution for any other financial assistance or receipt of grant/ loan from any other Agency/ Ministry/ Department for this project should have the prior approval of Ministry of Electronics & Information Technology;
19. The grantee institution is not allowed to entrust the implementation of this project for which grant-in-aid is received to another institution and to divert the grant-in-aid received from Ministry of Electronics & Information Technology as assistance to the later institution;
20. MeitY shall appoint a committee comprising of representatives from MeitY and other experts. PRSG will periodically monitor the project in all respects including technical and financial;
21. The grantee institution will first make all efforts to protect intellectual property generated out of the Schemes. The grantee institution will examine IPR protection issues in consultation with IPR Cell, MeitY to file patents register the copyrights etc. before making it public by publishing in the technical journals and books, presenting findings in Conferences etc.
22. The Intellectual property and the rights associated with it shall be assigned to MeitY. In cases where the funding have been done jointly with other organizations, IP rights would be appropriately shared.
23. In case of any dispute on any matter, related to the project during the course of its implementation, the decision of the Secretary, MeitY shall be final and binding on the proposal originating industry/industry consortium and grantee institute.
24. The implementing agency should ensure compliance of EAT module before approaching for further release under the project.

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