EXTERNAL GUIDELINES FOR START-UP APPLICATION

1. ELIGIBILITY CRITERIA

The eligibility criteria for a start-up to apply under the Gujarat – Mentorship and Acceleration of Individuals for Transforming Rural Income (G-MAITRI)/ Gujarat Social Entrepreneurship Fund (G-SEF) are as follows:

Common Criteria

a. An existing entity registered as a private limited company or a Section 8 company in India and operates to increase the income of self-help groups, their families, and rural women farmers, workers, and micro and small entrepreneurs in Gujarat, is eligible to apply. Funding from this scheme should be directed towards supporting the entity's operations in Gujarat. Startups should be registered with MCA (Ministry of Corporate Affairs) and/or DPIIT (Department for Promotion of Industry and Internal Trade) as per the provisions.
b. The start-up should be involved in the production, marketing, or service industry that increases the income of self-help groups, their families, and rural women farmers, workers, and micro and small entrepreneurs of Gujarat. The scope of activities for the start-up would include any of the following: generating employment, increasing employability, improving access to jobs and decent work, creating opportunity, imparting skills, creating wealth, and improving access to capital, knowledge, and markets.
c. Holding patterns:
    i. Any entity formed by a Joint Venture will not be recognized. Any start-up entering into any Joint Venture will be derecognized.
    ii. Shareholding by Indian promoters in the startup should be at least 51%, as per the Companies Act, 2013 and SEBI (ICDR) Regulations, 2018 before receiving funding for the scheme and during the period of utilization of the grant.
d. Start-ups should not have received more than Rs 20 lakh of monetary support under any other Gujarat State Government scheme. This does not include prize money from competitions and grant challenges, subsidized working space, founder monthly allowance, access to labs, or access to a prototyping facility.

Seed-Stage Criteria

a. Prospective applicants at the ideation stage, possessing only a business plan and not yet formally incorporated, are also eligible to apply for the seed grant. However, the applicant if selected, must be incorporated as either a private limited company or a Section 8 company before receiving the assistance grant.

b. An entity within the 5 years of the date of its incorporation at the time of selection will be considered eligible for seed start-up grant.

Scale-Stage Criteria

a. An entity will be considered for the scale program grant when it has been in operation for 5-10 years from its incorporation date at the time of selection.

b. To be considered for the scale program, audited turnover should be at least Rs. 50,00,000/- in the previous financial year

2. RELEVANT PARTIES

1. Gujarat Livelihood Promotion Company (GLPC), the promoter of the G-MAITRI/ G-SEF scheme
2. PMU - Project Management Unit for G-MAITRI/ G-SEF which is part of GLPC
3. Nudge LifeSkills Foundation (NLF) - Non-financial MOU partner of GLPC for the scheme further to MOU dated March 15, 2024.
4. G-MAITRI/ G-SEF Head - A competent person and employee of NLF was appointed by NLF to implement the scheme in accordance with the MOU.
5. SIC - Selection and Investment Committee
6. SLEC - State-Level Executive Committee

3. SELECTION PROCESS

Annexure 1: STARTUP APPLICATION DOCUMENTS

1.1 Startup Application Form

Particulars
1. Basic details of the Startup:
Name of the Applicant
Gender (please tick applicable)
Email
Mobile Number
LinkedIn Profile URL
Applying for (Seed/ Incubation Stage, Scale/ Acceleration Stage)
2. Start-up Details
Startup Name (or Proposed)
Startup Operational Space or Sector (Business & Finance, Technology & Deep Media & Entertainment, Tech Consumer & Lifestyle Education & Training, Health & Wellness, Transportation & Mobility, Social Impact & Community Livelihood, Other
Type of company (or Proposed)- (please tick applicable) Private Ltd, Section 8, Sole Proprietorship, Limited Liability Partnership (LLP), Partnership, One Person Company (OPC), Other (Unregistered)
DPIIT Registration Number (If registered with DPIIT i.e. DPIITXXXXXXXX - where "DPIIT" is fixed, followed by an 8-digit unique numeric code)
CIN (Corporate Identification Number) issued by MCA
Address
Country
State/ UT (please tick applicable)
Website link (if created)
Operational State (please tick applicable)
Received any awards or recognition from any institute or government department
3. Other Financial Details
Are you associated with any incubation/ acceleration center/program? (Please Select applicable)
Name of incubation/ acceleration center/program
Joining Year
What type of support taken from incubation/ acceleration center/program?

What is your startup's paid-up capital?
Have you received Grant under any scheme of the Government of Gujarat or the Government of India? (SSIP grant exempted) (Please Select applicable)
Name of the scheme (Please Describe)
Amount received (INR)
No. of program participants/beneficiaries impacted
What is source of finance? (Please add description)
Please provide total amount received in F.Y. 2023-24
Have you received any equity-based funds from venture capital or angel investors?
Name of venture capital or angel investor
Equity dilution in % (how much % equity is diluted for fund)
Amount received through Equity route
Have you borrowed funds from any bank or NBFC?
Name of Bank or NBFC
Amount Received (in INR)
Purpose of borrowed funds
4. Business plan Upload a PDF copy of the business plan that covers the questions below. Applications will be rejected if there is insufficient detail in the business plan.
Who are the primary beneficiaries of your solution? (e.g., rural women, self-help groups, micro-entrepreneurs, etc.)
What problem are you solving?
What is unique about your idea?
How does your solution promote gender equality and empower women in rural areas?
What is the current stage of your product/service?
IP/Patents (Applied/ Received) (Please mention if you have applied/ received any IP Patents for your products/processes)
Please provide details if you have applied/ received any IP Patents for your products/ processes.
How does your product/ service address the problem? Which SDGs (Sustainable Development Goals) does it align with?
Startup Pitch Deck (PPT or PDF or Video or Image or Docx)
5. Share your insights, and we'll make G-MAITRI more impactful
What kind of support are you looking for from GMAITRI?
Where did you hear about GMAITRI?

1.2 DECLARATION

I/ We do hereby solemnly affirm and declare that the particulars stated above in the application are true and correct to the best of my/ our knowledge, information, and belief. If any statement or information provided in the application or documents is found to be incorrect, misleading, or inaccurate, I/ we hereby agree to withdraw my/our unit from the G-MAITRI application process. Furthermore, I/ we commit not to participate in future G-MAITRI programs.

Name/s:
Date:
Place:

Annexure 2: DISQUALIFICATION CLAUSE

Exiting from the G-MAITRI/ G-SEF program:

2.1. Acquisition: A start-up is acquired by a strategic company/ investor during the G-MAITRI/ G-SEF program. In the case of this event, the G-MAITRI/ G-SEF PMU has to be notified in writing and due details to be provided.

2.2. Winding down Operations (Both parties agree): If both the G-MAITRI/ G-SEF PMU and the start-up promoters agree that due to non-feasibility or lack of traction of product/ service/ business model, it is prudent to shut down operations. The startup and G-MAITRI/ G-SEF PMU will propose the same in writing to G-MAITRI/ G-SEF SIC/ SLEC with all supporting documents related to product/ service/ business model/ operations/ financials/ HR etc. regarding the reasons for the same and the closing of operations can be solemnized only if agreed upon to by G-MAITRI/ G-SEF SIC/ SLEC.

2.3. Startups cannot exit automatically upon attaining subsequent large round of funding: A start-up/ innovator must complete the G-MAITRI/ G-SEF-approved product/ process/ service development/ marketing activities as planned in a timely manner, even in the event of raising a large round of funding. Moreover, the start-up/ innovator is also bound by obligations to the scheme (as listed above), including acknowledging G-MAITRI/ G-SEF/ GLPC support and maintaining operations in Gujarat.

2.4. Debarred/ removed due to unethical practices: If the G-MAITRI/ G-SEF PMU determines there is a reliable & verified information of unethical practices (related to incorrect reporting/ accounting/ illegal activities/ serious violations of code of conduct etc.) related to the start-up/ innovator, it will report the same to G-MAITRI/ G-SEF SIC/ SLEC along with its recommendation, including initiating steps for termination from the G-MAITRI/ G-SEF program and suspension from the G-MAITRI/ G-SEF scheme. The G-MAITRI/ G-SEF SIC/ SLEC could give its verdict upon studying the evidence submitted and look into the same, if needed. The committee's recommendations, including debarring the promoters/ start-up/ innovator, will be binding and final.

The start-up/ innovator will follow the guidelines listed above and display basic integrity and professionalism, a breach of which will result in the discontinuation of disbursal of assistance and debarment from the scheme.

Notwithstanding anything written elsewhere, G-MAITRI/* G-SEF SLEC's *decision in connection with the exit of the STARTUP COMPANY shall be final and shall not be disputed by any STARTUP COMPANY.