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**Dated Dispur: As on e-**

**sign**

**ORDERS BY THE GOVERNOR**  
**NOTIFICATION**

**No. E-658771/1:** In the interest of public service and for promoting innovation and Start-Up ecosystem in the state of Assam, the Governor of Assam is pleased to issue the revised guidelines for allotment of 'My Start-Up ID' (MASI), as follows:

### **1. Introduction**

MASI (My Assam Start-up ID) was originally conceptualised under the Assam Startup Policy 2017, as a recognition mechanism for startups operating/registered in Assam. MASI enables startups to access fiscal and non-fiscal benefits through the Startup portal of Assam Innovation and Startup Foundation (AISF). However, with the evolving startup ecosystem, there is a need to refine the MASI allotment process to ensure efficiency, transparency, and for better alignment with latest best practices.

### **2. Objective of the Proposed State Startup Recognition Mechanism**

The goal of revising the MASI recognition process is to create a **more simplified. and effective** system that aligns with the upgraded institutional arrangements responsible for promoting Startup ecosystem in Assam, and intends to achieve the following objectives:

- a. **Better synergy with the national startup ecosystem.**
- b. **Reduced processing time through digitisation.**
- c. **Enhanced transparency** by integrating real-time tracking & user-friendly platform.
- d. **Increased accessibility** to funding, and other government support/opportunities.
- e. **Define a clear cohort for support and measure the outcomes of interventions.**

The revised mechanism aims to position Assam as a **preferred startup destination** by adopting a **data-driven, and entrepreneur-friendly** approach to startup recognition.

### **3. New Mechanism for State Startup Recognition (MASI ID Generation)**

#### **3.1. Key Principles adopted for implementing an Effective Recognition Mechanism**

- I. *Ease of Application* – A fully digital, automated, and user-friendly platform operated by Assam Innovation and Startup Foundation, ensuring seamless access and support for applicants.
- II. *Categorisation to tailor the support interventions*– Recognition for diverse startup sectors, dividing focus areas of -

- a) *General Tech*: Tech-based startups using apps, SaaS, or e-commerce for fast growth etc.
  - b) *Non-Tech*: Startups in sectors like food, crafts, or fashion with business model innovation etc.
  - c) *Social Impact Startups*: Profit-driven ventures creating social or environmental impact.
  - d) *Deep Tech*: Startups building advanced tech in new and emerging areas like AI or biotech with long R&D cycles.
- IV. *Data collection to measure effectiveness of interventions-* and to support improvisation efforts based on outcome measurements.
- V. *Startup performance tracking* – startup activity would be tracked to concentrate the handholding efforts towards startups which are active and thriving.

### **3.2 Key features of the Startup Recognition Mechanism**

#### **I. Dedicated Startup Portal**

- a. The Assam Innovation and Startup Foundation operated portal shall be the central hub for startup recognition and support, integrated with all the essential partners in the ecosystem.
- b. Dedicated AI /chatbot with 24\*7 support shall be made available.

#### **II. Eligibility Criteria for Recognition**

- a. An entity shall be considered as a “Startup” as defined in Assam Startup policy, if the entity is either recognized as a “Startup” under the “Startup India” initiative by DPIIT, Govt. of India or fulfils all the criteria as mentioned in the Policy, with potential contribution to the State’s economy in any form.
- b. *In addition, the entity applying for recognition must demonstrate innovation in its business model, product, service, or process. Innovation for the purpose of issuing the MASI is defined as the application of original or significantly improved ideas, technologies, or methods that address real-world challenges in a novel and effective manner. It must offer measurable value, be scalable, and enable the startup to differentiate itself in the market through enhanced functionality, efficiency, affordability, accessibility, or impact.*

#### **III. Simplified Application Process:**

There shall be a single window for the application process- My Assam Startup ID Application, under which, there will be two categories for submission of detailed application:

- a) Startup with DPIIT registration
- b) Startup without DPIIT registration.

#### **IV. Issue of MASI ID on completion of application process**

All startups applying for My Assam Startup ID (MASI) will go through a two-tier verification process to ensure credibility, innovation potential, and alignment with priorities of the state before receiving formal recognition.

### ***Tier 1: Preliminary Verification by AISF Screening Committee***

- a. Conducted by the Screening Committee constituted by Managing Director of Assam Innovation and Startup Foundation (AISF), which includes:
  - i. *Validation of submitted documents*: Ensuring completeness and authenticity of key documents such as incorporation certificates, DPIIT recognition (if applicable), innovation note, funding letters, etc.
  - ii. *Eligibility check*: Verifying that the startup complies with defined eligibility criteria (e.g., incorporation not older than 10 years, annual turnover < ₹100 Cr, Presence of elements of Innovation, Current presence/proposed plans for establishing presence in Assam, etc.).
  - iii. *Application completeness review*: Checking for any missing fields critical for decision making or inconsistent entries. If discrepancies or omissions are found, applicants are notified and given 15 days to submit data/submit clarifications on any application errors. Failure to respond shall lead to auto-closure of the application.
- b. *The Committee shall meet at least twice a month or upon the receipt of at least five proposals, whichever occurs earlier, for screening the received applications.* The parameter of Innovativeness shall be closely scrutinised, and clear comments shall be recorded for placing before the Selection Committee.
- c. *However, till such time the company is incorporated, the Chief Operating Officer of Assam Startup shall be responsible for scrutinising the applications and placing it before the empowered committee for consideration.*

### ***Tier 2: Evaluation by Empowered Selection Committee***

- a. Upon clearing the verification process by the Screening Committee, the applications shall be placed to the Empowered Selection Committee headed by Senior Secretary of Department of Innovation, Incubation and Startups for consideration and consisting of such other Expert members from Academia, preferably with experience of conducting Incubation Programs and having worked with Startups from IITs/IIMs, Senior representatives from agencies operating Venture Capital or Alternative Investment Funds, Industry experts.
- b. The constitutions of the Empowered Selection Committee will be as follows:
  - i. Senior Secretary, DIIS- as Chairman
  - ii. Representative from Department of Industry and Commerce- Member
  - iii. Representative/s from Incubation Cell/s from IIT/s – Member/s
  - iv. Representative/s from IIM Incubation Cell/s- Member/s
  - v. Representative from Venture Capital/AIF- Member

- vi. Representative from Industry/Corporate- Member
  - vii. Representative/s from STPI, Guwahati or any other sector specific Incubator in Assam – Member/s
  - viii. Representative from Guwahati Biotech Park- Member
  - ix. MD, AISF- Member Convenor
- c. The committee with expert members will be notified by the Government, from time to time, based on the availability and willingness of the expert members.
  - d. The Managing Director of the Company shall be the convener of the committee meetings. *The Empowered Selection Committee shall convene once every month or upon the receipt of at least five proposals, whichever occurs earlier.* The selection shall be based on merit and with minimum fifty percent quorum, as per the eligibility criteria broadly defined earlier.
  - e. Transparency & Communication after the selection process shall be prioritised, with the list of approved startups published on official platforms within 3 days for public information. The rejected applications shall be formally communicated via email/portal, the reasons for rejection.
  - f. The activity status of Startups will be tracked on a continuous basis and Startups which have become defunct or inactive will be erased from the database, after giving an adequate opportunity to present their activity status.
  - g. At any point of time, if it comes to the notice of authorities about any false or misleading information being submitted, the MASI ID shall be withdrawn along with other associated benefits.

#### 4. Detailed Steps involved:

**1<sup>st</sup> step:** If a Startup is registered with DPIIT, one must select Startup with DPIIT registration tab and enter their DPIIT registration number and proceed with the next steps. In case of non-DPIIT registered Startups, may select the “without DPIIT registration tab”, then select the incorporation structure and proceed with the next steps.

**2<sup>nd</sup> step:** Startup must enter their details (Entity Name, Entity Address, Website URL (optional), Focus Area, Product/Service Description, Sector & Sub-Sector details, Incorporation Structure and location, Product Innovativeness emphasizing their USP (Unique Selling Propositions), Promotor's Name, contact details, phase of the business entity, PAN card details, problem-solution statement etc.

**3<sup>rd</sup> Step:** Financial Details- Startups are also encouraged to provide financial information on Revenue and Valuation, growth metrics etc. These details may be in approximations and used only for Econometric measurements on State Startup ecosystem and to measure the outcomes of interventions.

**4<sup>th</sup> step: Information sought to tailor the subsequent Business support services (One or more of the following documents)**

- a) Human Resource Information including their place of employment

- b) Mentorship availed from any Incubators (past/present)
- c) Patent filed in the company/individual name and published in the Journal by the India/International Patent Office in areas affiliated with the nature of business being promoted
- d) Sanction Letter of funding / Grant to the entity by Government of India or any State Government as part of any specified scheme to promote innovation
- e) Letter(s) of funding of not less than 5 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
- f) A detailed note on Innovation in not less than 500 words.
- g) Awards and Recognitions (Hackathons, challenges, other awards, if any)

**5<sup>th</sup> step: Self declaration in case of non-DPIIT Registered Startups, confirming the following criteria**

- a) It is registered in Assam or employs/ commits to employ at least 25 percent of its total qualified workforce in Assam.
- b) Date of incorporation / registration of entity is not prior to 10 years.
- c) The entity's annual turnover does not exceed Rs.100 Crore, for any preceding financial year.
- 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.

**6<sup>th</sup> step: Documents Upload:**

- a) Incorporation certificate (Mandatory, in case of Registered Companies)
- b) DPIIT recognition certificate (Mandatory for startups under the said application category)
- c) Patent certification (if available)
- d) Letter of funding (if available)
- e) A note on Innovation (Mandatory)

**5. Benefits of My Assam Startup ID (MASI) recognition:**

Startups supported with MASI recognition may avail various Fiscal and Non-fiscal benefits outlined in the Assam State policy on Innovation and Startups. After further scrutiny on a case-to-case basis, the startups shall be eligible to avail various benefits being offered by the Government through Assam Innovation and Startup Foundation, which includes, but are not limited to the following:

- a) Funding through Grants or equity, based on the Growth stage of the Startups.
- b) Access to the extensive support ecosystem built around Startup incubation and growth requirements.
- c) Access to the curated mentor network of Assam Startup either physically or virtually.
- d) Referrals to the Sector specific/Sector agnostic Incubator/accelerator network.
- e) External funding/investments through Investor Connect Programs.
- f) Participation in state, national, and international level programs for startups.

- g) Connection with the right stakeholders for Business Support Services such as certification, market connect, product validation, and piloting etc.
- h) Any other programs designed to support startups will be accessible to the registered startups as a priority.

This notification comes into force with the date of publication in Official Gazette.

**(Dr. Jeevan B., IAS)**  
Secretary to Govt. of Assam  
Department of Innovation, Incubation & Start-Ups

**Memo No. E-658771/1-A**

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**Copy to:**

1. Additional Chief Secretary/Principal Secretary/Commissioner & Secretary/Secretary to the Govt. of Assam, Departments (All)
2. P.P.S. to Hon'ble Chief Minister, Assam
3. S.O. to Chief Secretary, Assam
4. Director, Directorate of Innovation, Incubation & Start-Ups, Assam
5. District Commissioners (All), Assam

By order etc.

Joint Secretary to Govt. of Assam  
Department of Innovation, Incubation & Start-Ups

