



ASSAM
down town
UNIVERSITY

NAAC A+ Accredited & UGC 12(B) Status Holder

Assam down town University

Established Vide The Assam Act. No. VIII of 2010, Gazette No. LGL.9/2010/11

Promoted by: **down town**
Charity Trust

Memo No: AdtU/R/2025-26/1195

Date: 11-05-2026

CIRCULAR

Notification of AdtU Startup Promotion Scheme (Version-1.0)

This is to inform all concerned that the “AdtU Startup Promotion Scheme (V 1.0)” is hereby notified and enclosed as **Annexure-I**.

The scheme has been introduced to strengthen the startup and entrepreneurship ecosystem within Assam down town University by providing structured financial assistance, institutional support and facilitation mechanisms for early-stage startups founded by students and faculty members.

All stakeholders are advised to refer to the scheme document for detailed provisions, eligibility criteria, implementation procedures and operational guidelines.

The revised policy shall be effective from 11th May, 2026.

Issued with due approval of competent authority.

(Dr. Ashim Barman)

Registrar,

Assam down town University.

Copy for favour of their information to:

1. Executive Secretary to Chancellor, AdtU
2. Asst. Manager- Office of Vice Chancellor, AdtU
3. P.A. to Pro-Vice Chancellor, AdtU
4. P.S. to Dean of Studies, AdtU
5. P.A. to Managing Trustee, dtCT
6. P.A. to Resident Trustee, dtCT
7. **Chairperson/Dean/Director/Associate Dean/ HoD (For circulation)**
8. Office of the Controller of Examinations, AdtU
9. All Officers (Admin/Academic/IT/Accounts/Admission/Marketing/Legal/ Placement/ Library/CLPPD/IQAC)
10. HR Office
11. **Notice Boards/Message Desk (For display)**
12. Office file (for record)



ASSAM
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AdtU Startup Promotion Scheme Policy

Version: 1.0

w.e.f: 11-05-2026

Assam down town University
Sankar Madhab Path, Gandhi Nagar,
Panikhaiti, Guwahati-26, Assam




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S. No.	POLICY PARTICULARS:	
1.	Name of the Policy	AdtU Startup Promotion Scheme Policy
2.	Policy Issue/Notification Number/Memo Number	AdtU/DISA/Pol-2026/02
3.	Date of Release	11-05-2026
4.	Effective From	11-05-2026
5.	Approval Date	07-05-2026
6.	Version	V1.0
7.	Policy Title (Required)	AdtU Startup Promotion Scheme Policy
8.	Superseded by	N.A
	Approved by	

1. Introduction:

Assam down town University (AdtU), through the Directorate of Innovation, Startup and Acceleration (DISA), is committed to fostering a vibrant ecosystem of innovation, entrepreneurship, and startup development within the University. Recognizing the potential of both students and faculty members to create impactful and scalable ventures, the University seeks to actively support the transition of innovative ideas into sustainable business enterprises.

The AdtU Startup Promotion Scheme has been instituted to provide structured financial assistance, institutional support, and facilitation for early-stage startups founded by students and faculty members. The scheme aims to encourage the creation of legally registered startups, promote commercialization of innovative ideas and enable founders to gain practical entrepreneurial experience alongside their academic or professional engagements.

The scheme forms a part of the University's broader initiative to build a robust startup ecosystem by supporting innovators and entrepreneurs across different stages, from ideation and prototyping to startup formation and growth.

2. Objective of the Scheme:

The scheme has been designed with the following objectives.

- Promote a culture of entrepreneurship and startup creation among students and faculty members of the University;
- Support the establishment and growth of early-stage startups through structured financial assistance and institutional support;
- Provide initial seed support for startups founded by students and faculty members;
- Encourage the development and commercialization of innovative ideas, technologies and research outcomes;
- Facilitate the transition of innovators from idea stage to legally registered startup entities;
- Strengthen the startup and incubation ecosystem within the University by enabling linkages with mentorship, incubation and funding opportunities;
- Provide academic incentives for students actively involved in entrepreneurship, as per applicable norms of the University;
- Enable founders to gain practical experience in business development, market engagement and venture management alongside their academic or professional responsibilities.

3. Scope of the Policy:

- The AdtU Startup Promotion Scheme shall support early-stage startups founded by students and/or faculty members of Assam down town University across various disciplines and programmes.
- The scheme shall provide financial assistance along with institutional support and facilitation for the establishment, operation and growth of such startups.
- Applicants may apply under this scheme with a startup idea or an existing startup; however, disbursement of financial support shall be subject to incorporation of the startup entity in the prescribed form.
- Applicants who do not have a registered startup at the time of application may avail support for incorporation and related compliance under the University's "Legal and Compliance Support scheme for AdtU Founders" in accordance with the provisions of the said scheme.

4. Definitions:

For the purpose of this policy, unless the context otherwise requires, the following terms shall have the meanings assigned to them below.

- **“University”** means Assam down town University (AdtU).
- **“DISA”** means the Directorate of Innovation, Startup and Acceleration of Assam down town University.
- **“dtVL”** means down town Venture Labs foundation, the Technology Business Incubator associated with the University.
- **“Implementing Office”** refers to the office(s) designated for the execution and administration of this policy, being DISA and/or dtVL as applicable.
- **“Applicant(s)”** refers to student(s) and/or faculty member(s) of the University applying under this scheme.
- **“Startup”** refers to a business entity incorporated in the form of a Private Limited Company or Limited Liability Partnership (LLP) or any other form as may be permitted under applicable laws and approved under this policy.
- **“Founder(s)”** refers to the students, faculty member or other individual(s) who have established or propose to establish the startup and hold ownership within the entity.
- **“Evaluation Committee”** refers to the committee constituted for the purpose of evaluating applications under this scheme, as may be notified by the Implementing Office from time to time.
- **“Grant”** refers to the financial assistance provided under this scheme to eligible startups, subject to the provisions of this policy.
- **“Incorporation”** means the legal registration of a startup entity under the applicable laws of India, including but not limited to Private Limited Company or Limited Liability Partnership (LLP).
- **“Milestones”** refer to the defined stages or performance criteria based on which disbursement of the grant may be made.
- **“Intellectual Property (IP)”** includes patents, copyrights, trademarks, designs or any other form of legally recognized intellectual property arising out of the startup activities.
- **“DPIIT Certification”** refers to the recognition granted to eligible startups by the Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, under the Startup India initiative.
- **“MSME Udyam Registration”** refers to the registration provided to Micro, Small and Medium Enterprises by the Ministry of Micro, Small and Medium Enterprises, Government of India, through the Udyam Registration portal.
- **“Limited Liability Partnership (LLP)”** refers to a business structure registered under the Limited Liability Partnership Act, 2008, wherein partners have limited liability and the entity has a separate legal existence.
- **“Private Limited Company”** refers to a company incorporated under the Companies Act, 2013, having limited liability and restrictions on transfer of shares, as defined under applicable laws.
- **“IPR Cell”** refers to the Intellectual Property Rights Cell of Assam down town University, responsible for facilitating matters related to intellectual property, including awareness, filing, and management of intellectual property arising from academic and startup activities.
- **“E-Cell”** refers to the Entrepreneurship Cell of Assam down town University, which promotes entrepreneurial activities, awareness and engagement among students and other stakeholders of the University.

- **“IIC”** refers to the Institution Innovation Council established at Assam down town University in accordance with the guidelines of the Ministry of Education, Government of India, to promote innovation and entrepreneurship within the institution.
- **“Competent Authority”** means the authority designated by the University and dtVL for approval, decision-making and administrative control under this policy.
- **“Legal and Compliance Support scheme for AdtU Founders”** refers to the scheme of the University providing support for incorporation and regulatory compliance of startups.
- **“Incubation”** refers to the process of providing structured support to startups including mentorship, infrastructure, networking and access to funding opportunities through dtVL.
- **“Turnover”** refers to the total revenue generated by the startup from its business operations, as reflected in its financial records during a specified period.
- **Utilization Certificate (UC)** refers to a document submitted by the grantees to the Implementing Office, or by the Implementing Office to the University or the concerned authority as applicable certifying that the funds granted under this policy have been utilized for the intended purpose, supported by relevant bills and documents.
- **Statement of Expenditure (SoE)** refers to a detailed financial statement indicating the expenditure incurred under the project along with supporting documents as required.
- **“National Innovation and Startup Policy (NISP), 2019”** refers to the policy framework issued by the Ministry of Education, Government of India, for guiding Higher Educational Institutions in fostering innovation, startup culture, and entrepreneurship among students and faculty members.

5. Eligibility Criteria:

5.1 Eligible Applicants:

The applicants under this scheme may include,

- Students enrolled in Diploma, Undergraduate (UG), Postgraduate (PG) or PhD programmes at Assam down town University;
- Faculty members of Assam down town University;
- Teams comprising a combination of students and faculty members of the University.
- Teams comprising co-founders from outside Assam down town University; however, the controlling stake in the startup must remain with the applicant(s) affiliated with the University.

5.2 Mandatory Requirement:

The applicant(s) must either:

- Have an already registered startup or be willing to register a startup entity in the form of a Private Limited Company, LLP or any other form as permitted under applicable laws and approved by the Implementing Office.
- Applicants without a registered startup at the time of application may apply with a startup idea; however, disbursement of grants shall be subject to incorporation of the startup entity in the prescribed form. As mentioned earlier, such applicants may apply for incorporation of the startup under the “Legal and Compliance Support scheme for AdtU Founders”, in accordance with the provisions of the said scheme.

N.B. The final decision regarding the eligibility of the applicant(s), including cases involving external co-founders, shall rest with the Implementing Office.

6. Provisions under the Policy:

6.1 Grant Support and Disbursement Mechanism:

- Selected startups under this scheme shall be eligible to receive financial support in the form of a grant of up to **Rs. 2,00,000 (Rupees Two Lakhs only)** based on the recommendations of the Evaluation Committee and approval of the competent authority.
- The grant shall be released in stages, linked to the achievement of defined milestones, as specified under the scheme.

Installment	Amount	Condition
First Instalment	Rs. 50,000	Will be released upon successful incorporation of the startup entity (Private Limited Company or Limited Liability Partnership (LLP) and upon submission and verification of the incorporation documents.
Second Instalment	Rs. 50,000	Will be released after completion of six months of operations, subject to satisfactory progress as assessed during review by dtVL and upon submission and approval of the UC and SoE for the first instalment.
Third Instalment	Rs. 1,00,000	Will be released upon attainment of a minimum turnover of Rs. 20 lakhs within 365 days from the date of incorporation, subject to satisfactory progress as assessed during review by dtVL and upon submission and approval of the UC and SoE pertaining to the second installment.

- Startups achieving a turnover of Rs. 50 lakhs or above in a financial year may be eligible for additional cash incentives or recognition from the University.
- All installments of the grant, as recommended by the Evaluation Committee of dtVL shall be subject to approval by the competent authority before disbursement to the startup.
- The grant shall be disbursed only to the bank account of the registered startup entity, details of which shall be submitted by the applicant(s) during the application and evaluation process. Under no circumstances shall the grant be disbursed to the bank account of individual founders.
- The Implementing office may modify the milestone structure, disbursement schedule or conditions through appropriate notification without necessitating an amendment to the policy.

6.2 Academic Benefits for Students:

Students actively involved as Directors or Designated Partners in startups supported under this scheme may be eligible for academic benefits, in accordance with the provisions of the NISP, 2019 and applicable University guidelines.

The academic benefits may include-

- Award of academic credits as per applicable guidelines;
- Relaxation in attendance requirements;
- Consideration of startup activities as part of project work, internships etc.

N.B. Students seeking academic credits for their involvement in startup activities shall be required to apply separately to the designated empowered committee of the University, in accordance with the prescribed process, guidelines and approval mechanism as issued for the purpose. The award of academic credits shall be governed and implemented independently of this scheme and in accordance with the applicable academic regulations of the University.

6.3 Additional Support:

Startups supported under this scheme shall be facilitated with additional support services including but not limited to:

- Assistance for obtaining DPIIT recognition;
- Assistance for MSME Udyam registration;
- Support for GST registration and related compliances;
- Facilitation of bank account opening;
- Access to training and capacity-building programmes from ideation to investment stages conducted by dtVL;
- Facilitation of IPR filing support through the IPR cell of the University;
- Support in applying for State and Central Government schemes and funding opportunities;
- Opportunities to participate in startup events, workshops and competitions organised by dtVL and other incubators.

N.B. For services such as DPIIT recognition, MSME Udyam registration, GST registration and other compliance-related requirements, startups may be required to apply separately under the University's "Legal and Compliance Support scheme for AdtU Founders" in accordance with the provisions of the said scheme.

6.4 Application Procedure:

Applications under the AdtU Startup Promotion Scheme shall be invited by the Implementing Office from time to time.

- Applicants shall submit their applications through the prescribed mode, including the University ERP system or any other digital platform as may be specified.
- The application shall include, but not be limited to:
 - Details of the startup idea or business concept;
 - Details of the founding team
 - Legal Status of the startup
 - Stage of the Startup
 - Proposed plan for utilization of the grant;
 - Any other information or documents as may be required.
- Applicants may be required to submit additional information, clarifications if necessary and make presentations before the Evaluation Committee as part of the evaluation process.
- Applications found to be incomplete or not meeting the prescribed requirements may not be considered for evaluation.
- Any modification in the application process, format, timelines or mode of submission shall be notified by the Implementing Office from time to time.

6.5 Evaluation and Approval Process:

All applications received under this scheme shall be evaluated by an Evaluation Committee constituted for this purpose.

- The Evaluation Committee shall be constituted by the Chief Executive Officer (CEO), dtVL or an authorised official of dtVL, in consultation with the Director, DISA or an authorised representative of DISA.
- The Evaluation Committee may comprise internal members from dtVL and DISA, domain experts from IIC or other relevant departments and may also include experts from industry and the startup ecosystem, as may be considered necessary.
- The evaluation of applications shall be based on but not limited to the following criteria.
 - Feasibility of the business idea;
 - Potential for scalability and commercialization;
 - Strength of the founding team;
 - Innovation and value proposition;
 - Clarity and justification of the proposed utilization of funds.
- Based on the evaluation, the Committee may recommend proposals for approval, rejection, or modification and shall also recommend grants to be awarded for the approved startups.
- The final approval of startups and grant allocation shall be accorded by the competent authority based on the recommendations of the Evaluation Committee.
- The decision of the competent authority in this regard shall be final and binding.
- The Implementing Office may seek additional information, clarification or presentation from applicants at any stage of the evaluation process, as deemed necessary.

6.6 Exclusion Criteria:

Applications under this scheme shall not be considered under the following circumstances:

- Applications that are incomplete or do not meet the prescribed requirements under this policy;
- Proposals that do not demonstrate a clear business idea, innovation or potential for commercialization;
- Proposals involving activities that are not aligned with applicable legal, ethical or regulatory standards;
- Startups that fail to comply with the conditions of this policy or provide misleading or false information at any stage of the application process;
- Any other cases as may be determined by the Implementing office based on the overall objectives of the scheme.

6.7 Monitoring and Review:

- The progress of startups supported under this scheme shall be monitored periodically by dtVL or the Implementing Office as applicable.
- Startups shall be required to submit periodic updates, reports and relevant documents including details of business activities, financial utilization etc.
- Continuation of support under the scheme including release of subsequent instalments shall be subject to satisfactory progress, compliance with the provisions of this policy and achievement of defined milestones.
- The startups shall extend necessary cooperation in matters related to intellectual property including patent filing or other IPR processes wherever applicable.

- In cases of unsatisfactory progress, deviation from the approved proposal, non-compliance with policy provisions or failure to submit required documents the Implementing office may take appropriate action, including recovery of the grant amount, in full or in part as deemed necessary.

6.8 Fund Utilization and Documentation:

- The grant provided under this scheme shall be utilized strictly for startup-related activities including product development, operations, market validation and other associated purposes.
- The startups shall maintain proper records of expenditure and retain all relevant supporting documents including bills, invoices and vouchers.
- The startups shall submit Utilization Certificate (UC) and Statement of Expenditure (SoE) along with supporting documents for each installment of the grant in the prescribed format issued by the implementing office.
- The Implementing office may verify the utilization of funds through review of documents, interactions or other means as deemed necessary.
- In case of fund misuse, submission of false information or failure to comply with documentation requirements, the Implementing office may take appropriate action, including recovery of the grant amount, in full or in part and discontinuation of further support under the scheme.

7. Governance and Implementation:

7.1 Governance:

- The overall budgetary allocation for scheme shall be proposed by the Directorate of Innovation, Startup and Acceleration (DISA) at the beginning of each financial year and shall be approved by the competent authority of the University.
- The scheme shall operate under the overall guidance and supervision of the competent authority of the University and dtVL.
- Periodic updates on the progress and implementation of the scheme shall be submitted to the Office of the Vice Chancellor and other relevant authorities of the University, either through direct reporting or through institutional forums such as UACC and Core Committee meetings, as and when required.
- Matters related to intellectual property including patents, arising out of startups supported under this scheme shall be governed in accordance with the IPR Policy of the University and dtVL.

7.2 Implementation:

- The scheme shall be implemented by down town Venture Labs foundation (dtVL), the Technology Business Incubator operating under the aegis of DISA, AdtU which shall be responsible for the execution and administration of the scheme in accordance with the provisions of this policy.
- dtVL shall be responsible for-
 - Inviting and processing applications;
 - Constituting the Evaluation Committee in consultation with DISA;
 - Evaluation and recommendation of startups for grants;
 - Disbursement and management of grant funds;
 - Monitoring and review of supported startups;
 - Ensuring compliance with documentation and reporting requirements.

- dtVL shall work closely with DISA and coordinate with the IIC, E-Cell, IPR Cell and other stakeholders as required for effective implementation of the scheme.
- dtVL shall maintain proper financial records and submit UC, SoE and other relevant documents to the University or the concerned authority as required.
- dtVL may issue necessary guidelines, instructions or clarifications for effective implementation of the scheme, as required from time to time.

8. Audit and Compliance:

- The implementation of the scheme, including financial and administrative aspects shall be subject to audit in accordance with the prevailing norms of Assam down town University.
- All stakeholders including the startups, implementing body and any associated entities involved in the execution of the scheme shall ensure compliance with the provisions of this policy and other applicable rules and regulations of the University.
- The startups shall maintain proper records of expenditure and submit all required documents including UC, SoE and supporting bills/invoices etc.
- The implementing body, i.e., dtVL shall maintain proper financial records and submit UC, SoE and other relevant documents to the concerned authority of the University or as required.
- The University or the Implementing Office may seek any additional information, clarification or documents in connection with the utilization of funds or implementation of the scheme, as deemed necessary.
- Any deviation, irregularity or non-compliance observed during audit or review may result in appropriate action in accordance with University norms, including recovery of funds or discontinuation of support under the scheme.

9. Amendment and Residual Powers:

- The University reserves the right to amend, modify or withdraw any provision of this policy, in whole or in part at any time with the approval of the competent authority.
- Any changes in the operational aspects, procedures, formats, timelines or implementation modalities of the scheme may be effected through notifications, guidelines or addenda issued from time to time without necessitating amendment to the entire policy document.
- In the event of any ambiguity or interpretation arising out of the provisions of this policy, the decision of the competent authority shall be final and binding.
- Matters not explicitly covered under this policy shall be dealt with by the Implementing Office in accordance with the objectives of the scheme and the directions of the competent authority.

10. General Terms:

- The number of startups supported under this scheme shall depend on the availability of funds and other considerations as may be determined by the University from time to time.
- dtVL reserves the right to approve or reject any application under this scheme based on the merit of the proposal and the objectives of the scheme.
- Startups supported under this scheme shall comply with all applicable legal, regulatory and statutory requirements.
- The University and dtVL may showcase, publish or promote the supported startups and their achievements through various platforms including but not limited to digital media, print media and electronic media.

- Participation under this scheme shall not create any legal or financial obligation on the part of the University and dtVL beyond the provisions explicitly stated in this policy.
- Any support extended under this scheme shall be subject to compliance with the provisions of this policy and other applicable guidelines issued from time to time.
