

### **Eligibility for StandUp Category:**

1. Only first time (Greenfield) venture of SC/ST/OBC/women/Minority/Differently abled entrepreneurs.
2. In case of non-individual enterprises, at least 51% of the shareholding and controlling stake should be held by either an SC/ST/OBC/ Woman/Minority/ Differently abled entrepreneurs.
3. Should be a domicile of Manipur. If the promoters are group, then at least one of the promoters should be a domicile of Manipur and he/she should be the main applicant.
4. Age: above 18 years of age.
5. Annual Turnover should be less than 100 crores.
6. Has not received more than Rs. 10 lakh of monetary support from Central Schemes or State Schemes.

### **(Declaration Needed)**

7. The business entity should either be a Private limited company or Limited Liability Partnership or Partnership firm.
8. Business should not more than 10 years from the date of Registration.

### **Benefits:**

- Support up to a project of Rs. 1 Crore of which 30% is given as subsidy by the State (Maximum upto Rs. 30.00 Lakh) under Manipur Start up fund. 65 % comes as loan component to be provided by the banks and 5% margin money to be contributed the business owner.
- Mentorship, Incubator/Accelerator Programs
- Market linkup / product Showcase

### **The fields that are Required for applying are given below:**

#### 1. Registration Requirements:

- a) AADHAAR number and AADHAAR linked mobile for OTP verification.
- b) Working Mobile Phone for communication with SMS facility.
- c) Working Email Id address.

Both the mobile phone number and email id will be verified using OTP.

#### 2. Documents Required to upload for StandUp Category:

- i. **Copy of AADHAAR**
- ii. **Copy of Applicants PAN card**
- iii. **Copy of Valid Category certificate (ST/SC/OBC/Differently able etc)**
- iv. **Copy of BUSINESS PAN CARD**
- v. **Copy of Business Registration Certificate**
- vi. **Copy of Audited balance sheet for the last three years**
- vii. **Copy of Income Tax Return for last three years**
- viii. **Copy of Audited Profit and Loss statement last three years.**

#### 3. Compulsory fields for Founder's details:

- a) Name
- b) Educational Qualification
- c) Work Experience
- d) Phone no
- e) Email
- f) Permanent Address

#### 4. Compulsory fields for Primary contact details:

- a) Name
- b) Address
- c) District

- d) Constituency
- e) PIN code
- f) Mobile no
- g) Email
- h) DOB
- i) Gender
- j) Working Full time or not?
- k) Founders PAN number
- l) Founders PAN card copy**

5. Compulsory fields for Business details:

- a) Business Name
- b) Business Registration Type (**LLP, OPC, Private Limited**)
- c) Business Registration Number
- d) Business Address
- e) Category (General, Woman, Student)
- f) Direct Customers (B2B, B2C, B2G)
- g) Target Customers
- h) Industry Type (
  - Accommodation and Food Services,
  - Accounts
  - Administrative and Support
  - Agriculture, Forestry, Fishing and Hunting
  - Arts, Entertainment and Recreation
  - Automotive
  - Basic Materials
  - Construction
  - Drug retailing
  - Education Services
  - Energy
  - Finance and Insurance
  - Food and Beverages
  - Healthcare and Social Assistance
  - Industrial
  - IT
  - Management of Companies and Enterprises
  - Military
  - Mining
  - Personal household products and services
  - Professional, scientific and Technical Services
  - Public Administration
  - Real State Rental and leasing
  - Retailers
  - Technology
  - Telecom
  - Transport and warehousing
  - Travel and Tourism
  - Utilities
  - Waste Management and Remediation Services
  - Wholesale
  - Others)
- i) What is the product or services?
- j) Required Investments:
  - 1 to 5 lacs
  - 5 to 10 lacs
  - 10 to 20 lacs

20 to 50 lacs

50 to 100 lacs

- k) List direct competitors
- l) What problem are you trying to solve?
- m) How will you utilize the investment?
- n) Website if any
- o) Copy of BUSINESS PAN CARD to be uploaded
- p) Date of Registration/Incorporation
- q) Copy of Registration Certificate to be uploaded.

6. Compulsory fields for Financial details:

- a) Total sales turnover for the last financial year
- b) Total Net Profit for the the last financial year
- c) Total Asset as on Balance sheet for last FY
- d) Total Debt as on Balance sheet for last FY
  
- e) Copy of Audited balance sheet for the last financial year.**
- f) Copy of Income Tax Return for the last financial year.**
- g) Copy of Audited Profit and Loss statement for the last financial year.**

7. Compulsory fields for Business Pitching:

- a) Describe your Product or Services.
- b) How is your solution different from others?
- c) Type of Technology used.
- d) How does the business Generate Revenue?