Assam – Assam Start-up and Innovation Policy 2025

Introduction and Purpose

Successor to earlier startup policies launched in 2017 and revised in 2018.

Purpose: Foster a culture of innovation, facilitate investment, and create an enabling environment for startups in Assam.

Aims to position Assam as a preferred destination for innovative ventures.

Scope and Applicability

Applies to all startups operating within Assam.

Provides incentives over and above the Government of India's Startup India scheme.

Avoids doubling benefits from other state policies.

Vision

To become a leading startup hub recognized for innovative solutions addressing global challenges and contributing to Assam’s economic and employment growth.

Objectives

Establish robust infrastructure including workspace, mentorship, and networks.

Simplify regulations to enhance ease of doing business.

Facilitate access to finance through grants, seed capital, and venture funding.

Foster partnerships between startups, academia, industry, and government.

Support skill development and entrepreneurship training.

Promote inclusive growth, focusing on rural and underrepresented communities.

Target at least 5,000 new startups and 100,000 direct and indirect jobs within 5 years.

Institutional Framework

Nodal Agency: Assam Industrial Infrastructure Development Corporation (AIIDC).

High-Level Committee: 20 members to monitor and guide policy implementation.

Policy Implementation Committee (PIC): 13 members to execute policy and recommend fiscal incentives.

Incubation Network: Mix of government and private incubators, including marquee incubator "Assam Startup – The Nest", zonal innovation hubs,

Key Bodies and Initiatives

Assam Startup – The Nest: Provides affordable office space, mentoring, coaching, networking, and access to finance.

Zonal Innovation Hubs: Satellite centers in academic and technical institutions providing incubation, mentorship, and funding.

Institutional Innovation Cells: Set up in educational institutes with funding support to foster innovation.

Tinkering Labs: For school students to develop entrepreneurial skills.

Collaboration and Outreach

Partnerships with corporates, legal, financial experts, angel investors, venture capital funds.

Cooperation with government departments and research institutions (e.g., CSIR-NEIST, Tocklai Tea Research Centre).

Awareness activities including annual startup fest, boot camps, ideathons, hackathons, and statewide innovation yatras.

Startup Portal 2.0: Central digital platform for registration, information, and application submission.

Incentives

Fiscal Incentives

Idea to Proof-of-Concept (PoC) Grant: One-time grant up to ₹10 lakhs.

Piloting Grant: Up to ₹25 lakhs for product testing and developing a Minimum Viable Product (MVP).

Scale-Up Grant: Up to ₹50 lakhs for commercialization and market scaling.

Patent Filing Reimbursement: 100% cost covered, up to ₹1 lakh (domestic), ₹5 lakh (international).

Sustenance Allowance: ₹20,000/month for one year; additional ₹5,000/month for woman/ST/SC/Divyang-led startups.

GST Reimbursement: Annual reimbursement up to ₹5 lakh for 3 years.

Lease Rental Reimbursement: 50% reimbursement up to ₹5 lakh for 3 years (including incubator/co-working space rents).

Marketing Assistance: 50% reimbursement of marketing costs up to ₹2 lakh within the first year.

Reservation: 10% of fiscal incentives reserved for woman/ST/SC/Divyang led startups and 10% for priority sector startups.

Funding Support

Assistance to startups to qualify for SIDBI Venture Capital Fund.

Facilitation for credit linkage with banks and financial institutions.

Non-Fiscal Incentives

E-commerce collaborations for digital marketing and sales.

50% concession on lease premium, maintenance, and ground rent in industrial facilities for MASI-registered startups.

Definitions

Clear definitions of startup, incubator, accelerator, innovation, priority sectors (AgriTech, IT/AI, TravelTech, FoodTech, GreenTech).

MASI (My Assam Startup ID) essential for startups to avail benefits.

Governance and Legal Provisions

Disputes and interpretations decided by the Industries, Commerce & Public Enterprise Department; legal disputes subject to Guwahati High Court.

Benefits disbursed on a first-come-first-served basis within budget limits.

Government reserves the right to modify or withdraw incentives as necessary.

Detailed operational guidelines to be reviewed annually.

Source: Assam Startup & Innovation Policy 2025

Issued by: Government of Assam – Industries, Commerce & Public Enterprise Department

Implementing Agency: Assam Industrial Infrastructure Development Corporation (AIIDC)

Policy Period: 2025–2030

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