



CALL FOR APPLICATIONS GENESIS SCHEME

Empowering Innovators and Startups
from Tier II and Tier III cities.

Last Date to Apply: 25th October 2025.

To apply, scan QR or visit:

<https://forms.gle/gs4L4GnLRAApL9Ct7>



GENESIS – Entrepreneur-in-Residence (EiR) Program (Cohort 2)

Funding Support:

Upto ₹10 Lakhs per EiR
50% at onboarding, 50% post-prototype milestone.
Duration: 12 months (Grant-based).

GENESIS Matching Investment Component

Funding Support:

Upto ₹50 Lakhs (1:1 matching with investor funding).
Instrument: Equity (up to 5%) held by EP on behalf of MSH.

GENESIS Pilot Funding Component

Funding Support:

Up to ₹40 Lakh per startup
(Grant + up to 3% equity on behalf of MSH).

GENESIS – Entrepreneur-in-Residence (EiR) Program (Cohort 2)

Objective:

To support early-stage innovators, students, and founders from Tier-II & Tier-III cities in developing prototypes or proofs of concept (PoC) through financial and mentorship assistance.

Eligibility:

- Indian citizens only.
- UG/PG students or founders/co-founders of DPIIT-registered startups ≤ 2 years old.
- Must belong to or operate from a Tier-II or Tier-III city.
- Innovation in DeepTech, Electronics Design, or ICT domains using AI/ML, IoT, Blockchain, Cybersecurity, VLSI, Quantum, AR/VR, etc.
- Must be physically incubated at Sahyadri/SHINE.
- Not previously supported under GENESIS EiR.

Funding Support:

Upto ₹10 Lakh per EiR

- 50% at onboarding, 50% post-prototype milestone.
- Duration: 12 months (Grant-based).

GENESIS

Matching Investment Componenta

Objective:

To accelerate growth-stage startups with validated products through a 1:1 equity-based matching investment alongside private investors.

Eligibility:

- DPIIT-registered Private Limited Company with $\geq 51\%$ Indian ownership.
- Registered and headquartered in a Tier-II or Tier-III city.
- Working on a tech-based product or software (AI/ML, IoT, Cybersecurity, Fintech, Edtech, Healthtech, etc.).
- Must have a market-ready or revenue-generating product.
- Must have a confirmed private investor (non-government source).
- Should not have received support under TIDE 2.0 (Scale-up) or SAMRIDH schemes.

Funding Support:

- Up to ₹50 Lakh (1:1 matching with investor funding).
- Instrument: Equity (up to 5%) held by EP on behalf of MSH.

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Pilot Funding Component

Objective:

To help startups validate and deploy their products in real-world environments through pilot projects with corporates, PSUs, or large enterprises.

Eligibility:

- DPIIT-registered startup from Tier-II/III city.
- Must have a working prototype or MVP.
- Must possess a valid Purchase Order (PO) or Work Order (WO) from:
 - Government of India / State Government Departments / PSUs, or
 - Fortune 500 Companies / Recognized Unicorns.
- Corporate partner should have:
 - Minimum turnover of ₹75 Cr in the last audited year.
 - At least 5 years of operations.

Funding Support:

- Up to ₹40 Lakh per startup (Grant + up to 3% equity on behalf of MSH).