SHINE FOUNDATION

SAHYADRI
COLLEGE OF ENGINEERING & MANAGEMENT
An Autonomous Institution
MANGALURU

इलेक्ट्रॉनिकी एवं सूचना प्रौद्योगिकी मंत्रालय
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY

MeitY Startup Hub

Digital India
Power To Empower



CALL FOR APPLICATIONS

GENESIS SCHEME

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

Last Date to Apply: ~~25th October 2025.~~

Deadline Date Extended

➡ 2nd Nov. 2025 till Evening 5 PM

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).

ज्ञान-विज्ञान विमुक्तये

AICTE

NBA ACCREDITED

NAAC ACCREDITED WITH GRADE A

NEW AGE INCUBATION NETWORK

INSTITUTION'S INNOVATION COUNCIL
SAHYADRI - IIC - IC20181064

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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).

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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 ≥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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GENESIS
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).