

Maharashtra Startup Yatra

Maharashtra State Innovation Startup Policy 2018 has been announced under the Department of Skills, Employment, Entrepreneurship, and Innovation to promote startup and innovation in the state. The **Maharashtra State Innovation Society (MSInS)** is the nodal agency for effective implementation of the Policy. Through this policy, several events such as establishment of incubation centers, financial support for quality testing and intellectual property rights, Grand Challenge, Startup Week, etc., are organized to create a conducive environment for the development of startup ecosystem in the state.

Innovation is not confined to a geography. However, due to lack of proper guidance, good ideas may not materialize always. With the objective of providing a platform for promoting rural innovation, Maharashtra Startup and Innovation Yatra is being organized by the department to handhold early-stage innovators and startups of the state.

Key highlights of the Maharashtra Startup Yatra

- Scout startups, innovators and entrepreneurs at the grassroots level of Maharashtra and provide them with a platform at the local level to showcase their innovation.
- To provide pre-incubation, incentives, expert guidance, funding and necessary support to innovations as well as early-stage innovators
- Strengthening the entrepreneurship and innovation ecosystem in the state
- All citizens of Maharashtra with innovative ideas will be eligible to participate in this Yatra.

The startup Yatra will have 3 phases:

1. Taluka Level Promotion & Mobilization
2. District Level Bootcamp & Pitching Competition
3. State Level Pitching Competition & Announcement of Winners

1. Taluka Level Promotion & Mobilization:

A dedicated mobile van will visit each taluka in the state to promote and disseminate the information about the Startup Yatra. A representative on the van will provide the citizens with complete details on Yatra and the various initiatives by the department. Citizens with innovative ideas will be able to register at the venue and be provided with information regarding further stages of Yatra.

(Sectors – Agriculture, Education, Health, Sustainability, Solid Waste Management, Water, Clean Energy, E-Governance, Smart Infrastructure and Mobility, Other)

2. District Level Bootcamp & Pitching Competition:

After taluka level publicity and awareness, one day bootcamp and pitching sessions will be organized in all districts of the state. The bootcamp will have an information session on innovation and entrepreneurship, experience sharing session by local entrepreneurs and Pitching competition in front of Jury members.

Bootcamp and Pitching Competition- Schedule:

First half - Introductory session (09:00 AM to 12:00 PM)
Introductory session about Department initiatives, phases of Startup journey and interaction with Entrepreneur
Second half – Pitching Competition (1:00 pm to 6:00 pm)
Each registered participant will pitch in front of a jury panel for 5 minutes, followed by 5 minutes of questions and answers

Top 10 ideas from each bootcamp will be eligible to participate in the state level pitching session.

3. State Level Pitching Competition & Announcement of Winners:

10 most innovative ideas from each bootcamp will be presented at state level competition. The winners will get cash prizes and will receive necessary support.

Benefits

Cash prizes

District Level -

First: Rs. 25,000/-

Second: Rs. 15,000/-

Third: Rs. 10,000/-

Divisional Level –

At divisional Best Entrepreneurs will receive cash prizes as below:

(Divisions: Amravati, Aurangabad, Pune, Nagpur, Kokan, Nashik)

Description	No of Winners	Amount
Startup Hero of the Division	6	Rs. 1,00,000
Best Woman Entrepreneur of the Division	6	Rs. 1,00,000

State Level:

Sector	First Prize	Second Prize
Agriculture	Rs 100000	Rs 75000
Education	Rs 100000	Rs 75000
Health	Rs 100000	Rs 75000
Sustainability (Solid Waste Management, Water, Clean energy etc.)	Rs 100000	Rs 75000
E-Governance	Rs 100000	Rs 75000
Smart Infrastructure and Mobility	Rs 100000	Rs 75000
Other	Rs 100000	Rs 75000

If the same participant is winner at two different levels, participant will be considered for the higher prize of the two. The following winners will be considered for the next prize.

All winners will be announced during the Grand Finale.

Other Benefits in addition to cash prizes–

- Pre-Incubation
- Incubation
- Mentorship
- Seed Capital
- Financial assistance for Intellectual Property Right, Quality Testing & Certification
- Software & Cloud Credits