



THE ASSAM BIOTECHNOLOGY COUNCIL



Marketing and Product Development Assistance to Startups

Number of Startups to be supported

10 per year

Marketing Assistance

₹1 LAKH

Product Development Assistance

₹1 LAKH

MARKETING ASSISTANCE

- Advertising
- Promotional Materials
- Participation in Trade Shows & Events
- Digital Marketing
- Marketing Consultants
- Product Launches
- Branding

APPLY NOW



PRODUCT DEVELOPMENT ASSISTANCE

- Outsourcing Charges for R&D/Design Engineering/Consultancy/Testing/Expert cost
- Raw material/Consumables/Spares
- Fabrication /Synthesis charges of working model or process
- Patent filing cost

Scheme Guidelines



Process flow for award of funds



Application Deadline : 31st August 2025

SUPPORTED BY

Science & Technology Department
Government of Assam

MORE INFORMATION



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Marketing and Prototyping Assistance to Start-ups

Under the Biotechnology Policy for the State of Assam, one-time financial assistance of Rupees One lakh each for Marketing & Product development is being provided to Start-ups working in the field of Biotechnology and allied areas.

Eligibility:

An entity shall be considered as a “Startup” if the entity is recognized as a “Startup” under the “Startup India” Initiative or fulfils all of the following conditions:

- The date of the entity’s incorporation / registration is not prior to seven years. In case an entity is engaged in the biotech sector, the date of incorporation / registration should not be prior to ten years;
- Its annual turnover does not exceed Rs. 25 crore, for any preceding financial year;
- It is registered in Assam or employs at least 50 percent of its total qualified workforce from Assam;

Such entity is not an extension of an existing family business; or formed by splitting up or reconstruction of a business already in existence.

Selection Process

Applications for the marketing and product development assistance will be subject to two level of review process:

- Applications will be invited from interested start-ups through the website of Assam Biotechnology Council (for a period of 1 month)
- The applications received will be screened by an appointed committee.
- Selected start-ups will be called for presentation at a later date in front of a jury.
- Selected start-ups will be provided the financial assistance as follows.

Broad criteria for review will include (but not limited to):

- Team with relevant skill sets, and execution capability
- Clear value proposition and competitive advantage
- Customer segment, Size of market or potential for significant impact
- Intellectual property
- Roadmap with clearly defined milestones especially with regards to product development and visibility for revenue generation.
- Regulatory/certification/policy risks

The Assistance under the scheme will be provided as follows:

A. Marketing assistance to start-ups under Biotechnology Policy for the State of Assam

Maximum Assistance: Rs 1,00,000/-

S.No	Heads	Fund utilization	Ceiling of fund allotment	Clauses for availing Assistance
1	Advertising	This includes print, digital, television, radio, and outdoor advertising expenses.	20,000/-	Funds to be reimbursed on submission of valid proof of expenditure, along with samples.

2	Promotional Materials	Printing brochures, flyers, posters, banners, and other promotional materials	10,000/-	Funds to be reimbursed on submission of valid proof of expenditure along with samples
3	Participation in Trade Shows and Events	Covering expenses related to participating in trade shows, exhibitions, conferences, and other events where you can showcase your product or service.	40,000/-	Funds to be reimbursed on submission of <ul style="list-style-type: none"> • Brochure of the event mentioning focus area and organizer • Certificate of participation • Invoice of registration fee • Location and Time stamped digital proof of participation (photographs, video, etc.)
4	Digital Marketing	Expenses related to website development, search engine optimization (SEO) and content creation.	40,000/-	Funds to be reimbursed on submission of <ul style="list-style-type: none"> • Invoice from the agency engaged
5	Marketing Consultants	Hiring marketing professionals or agencies to develop marketing strategies, campaigns, or provide other marketing-related services	40,000/-	Funds to be reimbursed on submission of <ul style="list-style-type: none"> • Invoice from the agency engaged
6	Product Launches	Covering expenses associated with launching a new product or service, including launch events, promotions, and advertising.	50,000/-	Funds to be reimbursed on submission of <ul style="list-style-type: none"> • Location and Time stamped digital proof of organising the event (photographs, video, etc.)
7	Branding	Investing in activities to build and strengthen brand awareness, such as logo design, brand messaging, and brand identity development.	30,000/-	Funds to be reimbursed on submission of Invoice from the agency engaged

B. Prototype assistance to start-ups under Biotechnology Policy for the State of Assam

Maximum Assistance: Rs 1,00,000/-

S.No	Heads	Ceiling of fund allotment	Clauses for Assistance
1	Outsourcing Charges for R&D/Design Engineering/ Consultancy/ Testing/ Expert cost	50,000/-	Funds to be reimbursed on submission of valid proof of expenditure and progress upon incurring such expenditure
2	Raw material/ Consumables/Spares	40,000/-	Funds to be reimbursed on submission of valid proof of expenditure, subject to current market prices.

3	Fabrication /Synthesis charges of working model or process	40,000/-	Funds to be reimbursed on submission of valid proof of expenditure
4	Patent filing Cost	10,000/-	Funds to be reimbursed on submission of valid proof of expenditure

General Guidelines

1. The applicants should check their eligibility for availing assistance under the scheme as evident from the Biotech Policy for the State of Assam 2022-27
2. The assistance to be provided under the scheme will be available to start-ups which are registered in the state of Assam
3. The assistance to be provided under the scheme will be one time and any applicant shall be eligible for the assistance for only once during the policy period for the same or different product/process.
4. Only two separate applications are to be submitted by start-ups to apply for the Market assistance and the Prototype assistance for the same or different product/process to be developed.
5. The decision of the screening committee and the selection committee will be the final decision and no further changes will be made once the results are declared.
6. The sanctioned funds will be forfeited by any start-ups in case the valid proofs of expenditure are not submitted within stipulated time.

Link for Application:

<https://assambiotechcouncil.com/login> or SCAN here



Contact Information:

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