Application guideline for Aatmanirbhar Bharat ARISE, Atal New India Challenge (ANIC), Atal Innovation Mission, NITI Aayog

This is just an indicative guideline and supersedes any previously issued application guideline.

AIM, NITI Aayog reserves the right to amend application guidelines, as and when deemed fit.

The detailed funding guidelines will be shared later.

V 1.0

09th September 2020

Atal Innovation Mission,

NITI Aayog,

Government of India

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1. Background

The Atal Innovation Mission (AIM), NITI Aayog, is the Government of India's flagship initiative to promote a culture of innovation and entrepreneurship in the country. Towards this end, AIM has rolled out a holistic set of programs supporting innovation across various stages of the innovation lifecycle catering to various stakeholders.

2. About Aatmanirbhar Bharat ARISE-ANIC

The Aatmanirbhar Bharat ARISE-ANIC program is national initiative to promote research & innovation and increase competitiveness of Indian startups and small enterprises (MSMEs).

The objective of Aatmanirbhar Bharat ARISE-ANIC program is to proactively collaborate with esteemed Ministries and the associated industries to catalyse research, innovation and facilitate innovative solutions to sectoral problems. The objective is also to provide a steady stream of innovative products & solutions where the Central Government Ministries / Departments will become the potential first buyers.

The Aatmanirbhar Bharat ARISE-ANIC program is in line with the Honourable Prime Minister's mandate of "Make in India", "Startup India", "Atmanirbhar Bharat" to fast track the growth of the Indian MSME sector.

3. Aatmanirbhar Bharat ARISE-ANIC Challenge Statements

3.1. Indian Space Research Organization (ISRO)

a) **Propulsion** - Green propellants, Electric propulsion, advanced air-breathing

b) **Geo spatial information** - Geo-spatial information using ML /AI useful in crop monitoring, weather forecasting and program evaluations.

c) **Robotics/AR/VR** - Application of robotics, AR / VR techniques supporting space exploration, outer space monitoring.

3.2. Ministry of Defence

a) **AI based predictive models** - AI based Predictive Maintenance of Plant Machinery.

b) **Auto Stabilizer system** - Design & Development of latest technology Auto stabiliser system as Form, Fit & Function (FFF) replacement of existing Auto stabiliser system.

c) **Communication Modem** - Wide band HD data communication modem with 4G Automatic link establishment data throughputs of the order of 120 kbps.

3.3. Ministry of Food Processing Industries

a) **Waste to wealth** - Waste to wealth - in food processing. Effective utilization of commercial food processing industry waste streams.

b) **Alternative food packaging materials** - Development of alternative food packaging materials, against the use of single use plastics; materials from food waste and bio-sources.

c) **Machinery for indigenous food products** - Development of machinery for indigenous food products. Optimized processing conditions and machinery for bulk production of native Indian product.

3.4. Ministry of Health and Family Welfare

a) **Health Data analytics** - Use of data analytics to identify early breakout of epidemics based on the historic Curve and data.

b) **AI solutions** - AI based solutions for Anti-Microbial Resistance (AMR) surveillance.

c) **Healthcare monitoring** - Monitoring the logistics of cold chain in immunization program.

3.5. Ministry of Housing and Urban Affairs

a) **Project Water** - Water pressure sensing systems to monitor leakage, illegal activity and help manage planned pressure in water supply lines.

b) **Project Clean Air** – Development of Smart technology to reduce pollution through construction dust by at least 25%.

c) **Project Move** - Development of usable smart technology to create a real time mobility decision support system for Indian cities.

3. Eligibility criteria

The following entities can apply to the program: -

1. Any company registered as a Startup, as defined, and recognized by the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India.

2. Any Indian company incorporated under the Companies Act, which is a Micro, Small and Medium Enterprises (MSME) as defined in the MSME Act and updated from time to time by the Ministry of Micro, Small and Medium Enterprises.

The **majority stake** (more than 51%) of the applicant must be held in India.

While filling up the application form, the applicants registering as a startup need to provide details on partnerships with MSME (as defined under the MSME Act).

Please note: These are indicative eligibility criteria and AIM, NITI Aayog reserves the right to amend application or program related guidelines, as and when deemed fit.

4. Application process

Applications to the program can only be made through the online portal on the AIM website, and the portal compliant applications will only be accepted during the call for the application period.

The applicants will need to provide all requested information on the online portal as well as the innovation project cost, a detailed budget, goals & deliverables as well as a plan and commitment to meet the balance project cost beyond the grant-in-aid, which may be sanctioned by AIM.

AIM, NITI Aayog reserves the right to make changes to the application form or change the duration of the application period as it deems fit without any prior intimation. AIM, NITI Aayog, will make efforts to inform the public about such changes through one or more channels, including AIM's website and AIM's official social media channels.

AIM, NITI Aayog reserves the right to ask for additional information from the applicant, as and when required.

5. Selection Process

All the applications received for grant-in-aid will be initially vetted by AIM, NITI Aayog, or its representatives, followed by in-person presentations of the vetted candidates to a Screening-cum-Selection Committee (SSC).

The SSC will review the in-person presentations of vetted applicants and approve from them suitable qualifying applicants for necessary further due-diligence and recommendations by AIM.

The AIM team will conduct the necessary due diligence of the SSC approved applicant (designated as grantee from this point onwards), review of milestone driven budgets, goals and deliverables and after review by the MD, AIM, NITI Aayog forward for further grant disbursement approval and processing within the overall program limits.

The shortlisted candidates shall meet all necessary due diligence requirement as mentioned by AIM and grants will be disbursed in tranches subject to successful completion of due diligence.

6. Funding Mechanism

a. Based on the evaluation of the applicant's proposal and working committee's approval, the grantee will be eligible for funding support of up to a maximum of Rs. 50 lakhs in three tranches of 30%, 40%, and 30% of the total funding amount.

b. Overspending by the grantee on any approved grant budget line item will strictly not be allowed without explicit prior approval from AIM, NITI Aayog. Any unapproved expense will have to be borne by the grantee. The grantee commits to meeting the goals and deliverables with the approved AIM grant and commits to meeting any extra project cost beyond the grant amount to meet the committed goals and deliverables.

c. The minimum allowed tranche utilization duration is three months, and the maximum duration is six months, leading to a total allowed project time of 9 to 12 months.

6.1. Expenditure heads ineligible for the grant

Following expenditure heads are indicative and cannot be utilized under the grant:

S. No.	Ineligible expenditure heads
1	Cost overruns
2	Re-financing
3	Cost of land and buildings
4	The mere creation of technical infrastructure
5	Interest for Loans
6	Bad Debts
7	Salaries for Admin, HR, Marketing & Sales
8	Professional Services Fees, Legal, Accounting/Audit, Statutory
9	Advocacy and business development
10	Branding & Marketing Communications
11	Contributions or donations
12	Fines and penalties
13	Loss of other contracts
14	Expenditure incurred by the applicant before the approval of the project (disbursement of the first tranche)
15	Writing of books or reports or collection of statistics or service

S. No.	Ineligible expenditure heads
16	Entertainment / Alcoholic beverages
17	Events & Conferences (Travel + Registration/Booth Charges)

6.2. Grant-in-aid budget plan

a. Capex Expenditures from the grant-in-aid are to be limited to a maximum of 30% of the total grant requested. They are ideally supposed to be in items which will indirectly support the development of the product. These will include the following necessarily (but are not limited to)

    i) prototyping equipment

    ii) tools

    iii) workstations

    iv) servers

    v) software

b. Opex Expenditures from the grant-in-aid are to be at least a minimum of 60% of the total grant requested. They are ideally supposed to be in things which will go directly into product development. These will include the following necessarily (but are not limited to)

    i) raw materials

    ii) consumables

    iii) cloud service subscription or other service subscriptions,

    iv) fabrication/synthesis charge for product

    v) testing charges

    vi) equipment rent

c. Misc. Expenditures from the grant-in-aid are to be limited to a maximum of 10% of the total grant requested. These include the following necessarily (but are not limited to)

    i) salaries

    ii) field travel

    iii) R&D and design consultancy, etc.

    iv) Office rent

7. General Terms and Conditions

a. The issue of these guidelines does not imply that AIM is bound to select an Applicant.

b. AIM reserves the right to accept/reject any or all of applications submitted in response to the document at any stage without assigning any reasons whatsoever.

c. AIM's decision will be final and no explanation or justification for any aspect of the selection process shall be given.

8. Grievance Redressal

For any query or assistance, kindly write to us at arise-aim@nic.in.

Due to large amount queries received by the Aatmanirbhar Bharat ARISE-ANIC team, you may sometime expect a delayed response. AIM team will strive to provide resolutions to all the genuine queries being made on the above email id.

However, the queries marked as irrelevant or incomplete will not be answered by the Aatmanirbhar Bharat ARISE-ANIC team. Hence, it is encouraged to define the query properly in the mail being sent to above mentioned email id.

For more information on Aatmanirbhar Bharat ARISE-ANIC and other initiatives by AIM, please visit https://aim.gov.in/.