

GOVERNMENT OF ASSAM
DEPARTMENT OF INDUSTRIES, COMMERCE AND PUBLIC ENTERPRISES
(DIC&PE)

BLOCK C :: 2ND FLOOR :: ASSAM SECRETARIAT (CIVIL)
JANATA BHAWAN COMPLEX :: DISPUR :: GUWAHATI – 781006
&

DEPARTMENT OF INNOVATION, INCUBATION AND START-UPS
BLOCK I :: 4TH FLOOR :: ASSAM SECRETARIAT (CIVIL)
JANATA BHAWAN COMPLEX :: DISPUR :: GUWAHATI – 781006

EcF.No. 839066/81

Dated Dispur, 13th September, 2026

NOTIFICATION

Subject: Constitution of dedicated ***District Startup Cells*** in District Industries and Commerce Centres (DICC) of all districts– with designated Startup Nodal Officers, in compliance with Reform No. 149 of the Business Reforms Action Plan (BRAP) 2026-27.

1. PREAMBLE

Whereas, Reform No. 149 of the Business Reforms Action Plan 2026-27 requires States to strengthen institutional support for startups at the district level by establishing a dedicated ***District Startup Cells within the District Industries and Commerce Centre (DICC)*** of the district – functioning as a single-point of contact for handholding, grievance redressal and dissemination of information on schemes and guidelines, and thereby creating a structured support ecosystem for entrepreneurs;

Whereas, the Assam Innovation and Start-up Foundation (AISF), a Section 8 company, under DIIS, is the designated entity of the State Government responsible for startup promotion and ecosystem development, and which operates the State's flagship incubation infrastructure including the marquee Assam Startup hub – The Nest, along with satellite incubation centres and partner incubation centres identified at the regional and district level for business incubation and mentorship;

And whereas it has been considered necessary to establish a structured, accountable and publicly accessible district-level support architecture for entrepreneurs that operates in convergence with the incubation network supported by AISF;

Therefore, in the interest of public service, the following Joint notification is hereby issued.

2. CONSTITUTION OF THE DISTRICT STARTUP CELL

2.1 A dedicated Startup Cell shall be constituted forthwith in the District Industries and Commerce Centres (DICC) in all districts of the State, within 10 (Ten) days from the date of issue of this Order.

2.2 The Startup Cell shall function as the one-stop contact point for all startups, aspiring entrepreneurs, innovators in the district, and shall be co-located within the premises of the DICC with clear and visible signage in Assamese and English at the entrance of the DICC and in front of the rooms/ room or part thereof functioning as the Start-Up Cell.

2.3 The Startup Cell shall not be treated as an additional or optional activity, but as a regular work of the DICC, and shall function on all working days during office hours.

3. COMPOSITION OF THE CELL, DESIGNATION OF STARTUP NODAL OFFICER AND DISTRICT-LEVEL MECHANISM

3.1 The **General Manager** of the DICC shall be the **Head of the District Startup Cell**.

3.2 An officer of the rank of Functional Manager or Assistant Manager shall be designated by name as the **Startup Nodal Officer (SNO)** of the district by order of the General Manager, DICC, within 7 (seven) days of issue of this Order. In districts where the posts of both the Functional Manager or the Assistant Manager are vacant, the General Manager shall himself/herself function as the Startup Nodal Officer.

3.3 The District Startup Cell shall comprise:

Sl.	Position	Officer / Designation
(a)	Chairperson / Head of Cell	General Manager, DICC
(b)	Startup Nodal Officer	Officer of GM / Assistant Manager rank, designated by name
(c)	Member	Representative of the Satellite / Partner Incubation Centre in the district, where operational

Sl.	Position	Officer / Designation
(d)	Member	Representative nominated by AISF for the district / region (may attend meetings virtually)
(e)	Support staff	One dealing assistant / data entry operator, from DICCC

3.4 In addition to Para 3.3 above, and with a view to promoting and facilitating startups at the district level, a **District Startup Promotion and Facilitation Committee**, is constituted. The District Commissioner shall chair the Committee and the General Manager, District Industries and Commerce Centre, who heads the District Startup Cell shall be the Member Secretary. The Committee shall be the district-level mechanism for review of the quarterly progress of the District Startup Cell, and also to support the Cell through inter-departmental coordination and through convergence of development programs.

3.6 The Committee shall comprise of:

Sl.	Position	Officer / Designation
(a)	Chairperson	District Commissioner of the district
(b)	Member Secretary	General Manager, District Industries and Commerce Centre (DICCC), assisted by the Startup Nodal Officer
(c)	Member	District Employment Exchange Officer
(d)	Member	Lead District Manager (LDM) of the district
(e)	Member	Inspector of Schools
(f)	Member	Principals of Technical Institutions in the district (Engineering Colleges, Polytechnics, ITIs)

Sl.	Position	Officer / Designation
(g)	Member	Principals / Heads of any other prominent General educational institution in the district, as nominated by the Chairperson
(j)	Member	Representative nominated by AISF and the Officer-in-charge of the Satellite / Partner Incubation Centre in the district, where operational
(k)	Special invitees	Any other department, bank, industry association, startup, incubator, mentor or ecosystem stakeholder co-opted by the Chairperson

3.7 The Committee shall meet at least once in every quarter and shall:

- (a) review and support the functioning, performance and outreach of the District Startup Cell, and issue such directions as may be necessary for inter-departmental facilitation;
- (b) promote entrepreneurship and startup awareness in the district through convergence of the skilling, employment, education and credit-linked programmes of the concerned departments and agencies;
- (c) facilitate credit and financial linkages for startups and aspiring entrepreneurs through the Lead District Manager and the District Level Consultative / Review Committee of banks;
- (d) mobilise students, faculty and youth of technical and other educational institutions of the district for startup outreach programmes, innovation challenges, internships, prototyping support and incubation referrals; and
- (e) resolve issues referred by the Startup Cell requiring inter-departmental coordination, and escalate unresolved matters to the Commissionerate of Industries and Commerce and to DIIS.

3.8 The proceedings of every meeting of the Committee shall be recorded by the Member Secretary and a copy thereof forwarded to the Commissionerate of Industries and Commerce, and AISF within 10 (Ten) working days of the meeting.

3.9 Any change in the incumbency of the Startup Nodal Officer shall be intimated to the Commissionerate of Industries and Commerce, and AISF within 3 (three) working days, and the published contact details shall be updated accordingly, via electronic means.

4. MANDATE AND FUNCTIONS OF THE STARTUP CELL

The Startup Cell shall discharge the following functions:

4.1 Handholding and facilitation

- (a) Serve as the single point of contact for startups and aspiring entrepreneurs in the district;
- (b) Provide guidance on DPIIT recognition, State startup recognition/empanelment, incorporation, statutory registrations, licences, clearances and access to the Single Window portal;
- (c) Facilitate access to seed funding, interest subvention and other incentives available under the State startup framework and central schemes;
- (d) Refer eligible applicants to Assam Startup – The Nest, and to the Satellite Incubation Centres and Partner Incubation Centres supported by AISF at the regional/district level, for incubation, mentorship, prototyping and market linkage support.

4.2 Grievance redressal

- (a) Receive grievances of startups and entrepreneurs in person, by e-mail, by telephone and through the centralised portal referred to in Para 6;
- (b) Acknowledge every grievance and resolve or escalate it within the timelines prescribed in the escalation matrix notified by DIIS;
- (c) Maintain a grievance register and produce it for inspection during review.

4.3 Dissemination of schemes and guidelines

- (a) Maintain and display an updated compendium of State and Central startup schemes, guidelines, notifications, application formats and eligibility criteria;
- (b) Conduct at least one outreach/awareness programme per month in the district, including in colleges, polytechnics, ITIs and universities, in coordination with AISF and the district incubation centres;
- (c) Circulate calls for applications, challenges, grand challenges, demo days and funding opportunities notified by DIIS or AISF.

4.4 Registration and on-boarding drives

- (a) Undertake an active and time-bound drive to register all MASI-empanelled startups and applicants of the district on the BHASKAR portal (Bharat Startup Knowledge Access Registry) of DPIIT, and to obtain the BHASKAR ID for each such entity; or any such systems placed in future.
- (b) Maintain a district-wise database of startups, incubatees, mentors, investors and ecosystem enablers, and share it with AISF in the prescribed format every month;
- (c) Assist startups in completing profile creation on the Startup India portal, the State startup portal and the Single Window portal.

4.5 Convergence

Coordinate with the Satellite Incubation Centres and Partner Incubation Centres supported by AISF so that facilitation at the DICC and incubation/mentorship at the Centres operate as a single continuum, avoiding duplication of effort and referral gaps.

5. PUBLICATION OF CONTACT DETAILS

5.1 The name, designation, office address, official landline, official mobile number and official e-mail ID of the Startup Nodal Officer of every district, together with the Cell's working hours, shall be published in the format at Annexure-I on:

- (i) the website of the Department of Industries, Commerce and Public Enterprises / Directorate of Industries and Commerce, Assam;
- (ii) the website of the Department of Innovation, Incubation and Start-ups (DIIS);
- (iii) the website/portal of the Assam Innovation and Start-up Foundation (AISF); and
- (iv) the respective District Administration websites of all districts.

5.2 Publication under Para 5.1 shall be completed within 15 (fifteen) days of issue of this Order. The Directorate of Industries and Commerce and AISF shall be jointly responsible for compiling the consolidated State-wide list; the District Commissioners are requested to arrange hosting of the district entry on the district website.

5.3 The list shall be reviewed and re-validated on the first working day of every quarter, and shall carry a "last updated on" date stamp.

6. CENTRALISED GRIEVANCE PORTAL AND ESCALATION MATRIX

6.1 All public grievances relating to startups shall be routed through the centralized grievance portal operated by AISF for startups. AISF shall make the portal operational, with ticket-number generation, SMS/e-mail acknowledgement, auto-routing to the concerned district Startup Cell & partner/satellite Incubation Centers, status tracking by the complainant, and automatic escalation on lapse of timelines, within 30 (thirty) days of issue of this Order.

6.2 Grievances received offline at the DICC shall be entered into the portal by the Startup Nodal Officer on the same working day, so that a single consolidated record is maintained.

6.3 Every grievance shall be dealt with in accordance with the escalation matrix separately notified by the Department of Innovation, Incubation and Start-ups (DIIS). DIIS may revise the escalation matrix from time to time by notification, and such revision shall take effect without the need for amendment of this Order.

6.4 AISF shall place a monthly grievance disposal report — district-wise, showing receipts, disposals, pendency and average disposal time — before both the Departments of IC&PE and DIIS.

7. JOINT REVIEW

7.1 A joint half yearly review shall be chaired by the Seniormost Secretary to the Government of Assam, Department of Industries, Commerce and Public Enterprises and the Seniormost Secretary to the Government of Assam, DIIS, along with the Commissioner of Industries and Commerce, Chief Executive Officer of AISF and all General Managers of DICC.

7.2 The performance of the Startup Cell shall be a reckonable factor in the annual performance appraisal of the General Managers of DICC and the Startup Nodal Officers concerned.

8. MISCELLANEOUS

8.1 No separate creation of posts is envisaged; the Startup Cell shall be manned from within the existing sanctioned strength of the DICC.

8.2 Expenditure on signage, publicity material, outreach events and portal operation shall be met from the funds available with AISF under the relevant scheme head, subject to prescribed financial propriety.

8.3 Any difficulty in the implementation of this Order shall be referred to the Department of Industries, Commerce and Public Enterprises, whose decision, in consultation with the Department of Innovation, Incubation and Startups, shall be final.

Digitally signed by John Berchmans Ekka Date: 14-09-2026 09:31:05 Addl. Chief Secretary to the Govt. of Assam, Department of Industries, Commerce and Public Enterprises	Digitally signed by JEEVAN BASAVARAJAPPA Date: 14-09-2026 01:54:28 Secretary to the Government of Assam, Department of Innovation, Incubation and Start-ups
--	---

8.4 This Order takes effect from the date of issue of this notification.

Memo No. EcF.No. 839066/81-A

Dated, 13th September 2026

Copy to:

1. The Addl. Chief Secretary to Chief Minister, Assam, for kind information, and for kind appraisal of Hon'ble Chief Minister.
2. The Joint Secretary, DPIIT, Ministry of Commerce and Industry, Government of India, for information with reference to BRAP Reform No. 149.
3. The Commissioner of Industries and Commerce, Assam — for compliance and consolidation of the State-wide list of Startup Nodal Officers.
4. The Managing Director, Assam Innovation and Start-up Foundation — for operationalization of the centralised grievance portal, dashboard and district convergence.
5. All District Commissioners — with a request to arrange hosting of the district Startup Cell details on the District Administration website & supervise the activities of the cell.
6. All General Managers, District Industries and Commerce Centres — for immediate compliance.
7. The Officers-in-charge, Assam Startup – The Nest / Satellite Incubation Centres / Partner Incubation Centres.
8. The PS to Hon'ble Minister, Industries, Commerce and Public Enterprise, for kind appraisal of the Hon'ble Minister.

9. Staff Officer to the Chief Secretary, Government of Assam, for appraisal of the Chief Secretary.
10. Office copy / Guard file.

Digitally signed by
Sazzad Alam
Date: 16-09-2026
11:36:38

ANNEXURE-I

Format for publication of District Startup Cell details

Sl.	District	Name of Startup Nodal Officer	Designation / Rank	Office Address (DICC)	Landline	Official Mobile	Official E-mail	Cell working hours
1								
2								
3								
4								
5								

Last updated on: _____