



इलेक्ट्रॉनिक्स एवं
सूचना प्रौद्योगिकी मंत्रालय
MINISTRY OF
ELECTRONICS AND
INFORMATION TECHNOLOGY



NEWGEN
IEDC
University Of Kashmir



WAIT...

DO YOU KNOW THIS?

Your startup could get up to

₹40 LAKHS

to take its solution into the **real world**.

SWIPE →

₹40 LAKHS. FOR A PILOT.

Not just **another** funding opportunity.

This opportunity is designed for startups ready to **prove their solution in the market.**

01

VALIDATE

in the real world

02

GET

funding support

03

ACCELERATE

market adoption

But... who can apply? →



**NEWGEN
IEDC**
University Of Kashmir

IT'S

GENESIS

PILOT 2.0

APPLICATIONS ARE NOW

OPEN!

FUNDING AMOUNT UP TO

₹40 LAKHS

PER STARTUP · FOR ELIGIBLE PILOT PURCHASE ORDERS (POs) / WORK
ORDERS (WOs)

₹1L – ₹1Cr

Pilot PO/WO value

1–5 YEARS

Startup age

TIER 2/3

City eligibility

WHO CAN APPLY

01

STARTUP

DPIIT-recognised startup in a Tier 2/3 city, aged 1–5 years.

02

OWNERSHIP

Indian founders must hold 51%+ ownership.

03

READINESS

Must have an MVP / working prototype and a full-time founder.

04

REVENUE

Revenue up to ₹1.5 crore.

05

PILOT PO / WO

₹1 lakh – ₹1 crore from an eligible independent partner for deploying the startup's own product.

06

PRIOR FUNDING

Govt. ≤ ₹40 lakh | Private ≤ ₹1.5 crore.

HOW TO APPLY

1

Check your eligibility

Confirm your startup meets every criterion on the previous slide.

2

Register before the deadline

Scan the QR code and complete your application by 30 October 2026.

3

Choose your incubator

Select NewGen IEDC, University of Kashmir as your Incubator Preference.

4

Reach out to us

Questions? Write to newgeniedc.ku@gmail.com for guidance.



**NEWGEN
IEDC**

University Of Kashmir

YOUR NEXT BIG MOVE STARTS HERE.

Apply for GENESIS PILOT 2.0
and take your innovation from
prototype to **real-world impact**.

LAST DATE

TO REGISTER

30 OCT 2026



SCAN

Select **NewGen IEDC, University of Kashmir** as Incubator
Preference

IDEA → PILOT → IMPACT

For more info: newgeniedc.ku@gmail.com | newgen.uok.edu.in