



# STARTUP POLICY

(Focus - Waste to Resources)

Rajasthan State Pollution Control Board, Jaipur



# STARTUP POLICY

(FOCUS – WASTE TO RESOURCES)



RAJASTHAN STATE POLLUTION CONTROL BOARD

4, INSTITUTIONAL AREA JHALANA DOONGRI

JAIPUR (RAJASTHAN)

[HTTP://WWW.RPCB.RAJASTHAN.GOV.IN](http://www.rpcb.rajasthan.gov.in)

JANUARY - 2017

---

### **Preamble:-**

Rajasthan State has large potential to convert waste into energy/ useful product. Millions of tons of marble slurry, kota stone slurry, municipal solid waste, E-waste and industrial waste especially from units like smelters are disposed of, on land fill site causing environmental issues. These wastes can be converted into useful products through technological innovations. In view of the above, the State Board has formulated Startup Policy focusing on waste to resources in line with Rajasthan Startup Policy 2015.

### **Objective:-**

The RPCB is the State regulator for monitoring and enforcement of various environmental laws and regulations. Waste management is one of the focus areas of RPCB. Many of the waste streams have increased in volumes over time and the waste characteristics are becoming complex. Solutions, solely based on treatment or the “end of the pipe” are not going to be sustainable. Some of the waste streams have excellent recycling and recovery potential. This can reduce the consumption of virgin resources resulting thereby reduced ecological footprint and reduced GHG emissions. RPCB intends to seek participation of community based organizations and private sectors (entrepreneurs and investors) to promote such approaches so as to demonstrate the success on a commercial basis for further replication and up scaling.

In view of the above, RPCB, aligning with the present start-up policy of the State wishes to launch a Start-up Scheme to promote entrepreneurship as well as investments in the waste sector focusing on 3 Rs’ (Reduce, Recycle and Recover). One of the targets will be enthusing the youth and involving the women in this endeavor.

### **Definitions:-**

In this document, unless the context otherwise requires:-

1. **"Startup"** means, an entity that develops a business model based on some innovation and makes it scalable for achieving commercial success and approved by State level implementation committee under Rajasthan Start-up Policy 2015.
2. **"Nodal Institution"** means, institution for the implementation of the Startup Policy which will be RSPCB, Jaipur.
3. **"Appraisal Committee"** means, the Committee constituted by the Nodal Institution for evaluation of the proposals received from startups, students and institutions and submit its recommendations to the Chairperson.

**Fund:-**

A corpus fund of Rs. 5 crore will be created under this policy. This policy will remain valid till this corpus fund of Rs. 5 crore is exhausted. State Board may or may not extend the policy after that.

**Eligibility Criteria for Financial Assistance:-****A. General**

1. Projects approved by State Level implementation committee under Rajasthan Startup Policy 2015 will be treated as Startup Projects for the purpose of this policy.
2. The facility shall be established within the State of Rajasthan.
3. The principle promoters in the start-up policy shall bring minimum 30% of the capital from their own resources. The total funding (cumulatively from other sources under this scheme) shall not exceed 70% of the project cost.

**B. Technical**

1. The projects based on utilization of waste (Industrial/ Municipal) by converting into resources such as energy, materials and useful products. Any other innovative project which helps in reduction in waste can also be considered under this scheme.
2. For the waste recycling plant, the project should be based on waste available within Rajasthan. The project proponent may be allowed to supplement the waste up to 50% from outside the state if committee finds that it is necessary for viability of the project.
3. The project will generate least emissions and residues and meet the requirement of environmental compliance including the work-space.
4. The project will lead to both environmental and social benefits. These benefits will need to be quantified
5. The project will have to be financially sustainable

**Funding Pattern:**

1. The State Pollution Control Board support under the scheme by the way of grant would be 30% of the Project cost with a ceiling of Rs 25 Lacs. In exceptional cases committee may recommend for higher sanction after assigning suitable reasons.
2. Land to be in possession of beneficiary at the time of disbursement.
3. The assistance will be provided only to meet capital costs. The funds shall not be used to procure the Land for the Project.
4. The State Board shall not have any liability towards time and cost over runs.
5. There is no provision for retrospective funding.
6. The project proponent shall ensure that funds released for start-up is utilized for the purpose for which it is released and will not be diverted for any other purpose.

### **Procedure for seeking Financial Assistance:-**

1. The Startup projects meeting the criteria as per the policy and the Guidelines of the State Board, shall submit their application in the prescribed format to the Member Secretary, Rajasthan State Pollution Control Board, Jaipur. The application form shall be accompanied with financial appraisal report from funding agency/financial institution.
2. The Member Secretary may call for more details/information from the Startup if required. The Project Proponent may also be called to make a presentation on the project proposal.
3. The Member Secretary would place the applications before the Appraisal Committee constituted for appraisal of project.
4. The Appraisal Committee will approve the projects technical suitability which may stipulate such terms and conditions as it may consider appropriate for approval of the assistance.
5. After appraisal of the application, the proposal of the Startup would be placed before the Chairperson, Rajasthan State Pollution Control Board, Jaipur along with the recommendations of the Appraisal Committee for seeking approval. The State Board may either approve or reject the project or advise the PP to submit revised proposals.
6. The approved projects will be forwarded to the State Level Implementation Committee constituted under Rajasthan Start-up Policy, 2015.
7. The projects approved by the State Level Implementation Committee under Rajasthan Start-up Policy, 2015, will sign an agreement with the State Board on non- judicial stamp-paper for getting financial assistance.
8. The PP will be required to complete all the necessary legal formalities like obtaining Environment Clearance under EIA Notification, 2006, Consent under Water and Air Acts, authorization under waste Management rules, 2016 etc. before actual disbursement of fund. The PP will also be required to submit quarterly progress report and utilization certificate of the funds disbursed failing which no further installment would be released.
9. The State Board will have powers to monitor the project execution, verify the records at any time and in case it is found that the conditions of the LoI are not been complied with agreement would be liable to be cancelled and the State Board may withdraw/ recover the financial assistance.

**Mode of disbursement:-**

1. The qualified projects will be disbursed payment in four equal installments at different stages of implementation.
2. Stage I: - 25% of the total sanctioned amount after beneficiary contribution is brought up-front and also balance commitment from funding agency is brought in.
3. Stage II: - 25% of total sanctioned amount after receiving utilization certificate of mobilization amount and receiving of plant and machinery at site.
4. Stage III: - 25% of total sanctioned amount after receiving utilization certificate of second stage amount and installation of plant and machinery.
5. Stage IV:-Final payment after commissioning of project and receiving utilization certificate of third stage amount
6. The disbursement of each stage will be made after proponent has invested atleast of equitable sum from other sources.
7. The beneficiary shall maintain an exclusive project specific account with any nationalized bank and the funds will be released in that account only.
8. The account will be subject to audit by an agency recognized by the Government. In addition, the accounts can also be audited by the Comptroller and Auditor General of India.
9. Final Utilization Certificate would be submitted within 30 days of completion of project.

**APPLICATION FORM**

(SEEKING FINANCIAL ASSISTANCE FROM RPCB FOR STARTUP PROJECTS)

- A. General Information and Particulars
- Name of the Applicant Applying on behalf of the Startup (Key Person):
  - Father's name/Husband's name
  - Permanent Address of the Person Applying on Behalf of the Startup:
  - Name of the Startup:
  - Legal Entity of the Startup
  - Registered Address of the Startup:
  - Details of the Bank Account in the name of Startup
- B. Brief Details and Background of the Promoters/ Founders of the Startup (with education qualification)
- C. Brief Description of the Startup/ Business Model with Stakeholders involved
- D. Type of waste proposed to be used
- E. Source of the Waste
- F. Estimated Waste Volume and Waste Characteristics
- G. Waste recycled
- H. Resources recovered/generated
- I. Products generated for secondary market
- J. Key specifications of your product/ service offering (features etc)
- K. What is the size of the market?
- L. Estimated emissions and residues that need to be controlled/treated/disposed. Describe the Environmental, Health and Safety Management Plan
- M. List environmental and social benefits of the Project
- N. What are the similar existing solutions in the market and how is your solution significantly better? Comparative analysis.

- O. Revenue model and scale up strategy?
- P. Revenue/cost projections, along with proposed use of funds sought.
- Q. 12-month operational plan and milestones
- R. Details of Funding Commitment Received from other Sources (Please attach term sheet / letter of intent from other investors who have committed)
- S. Details of Incubation Centre and the Accelerator Program, if applicable:
  - a) Name of the Incubation Centre
  - b) Legal Status of the Incubation Centre
  - c) Date of Start of Operations
  - d) Promoters of the Incubation Centres / Details of the Host Institution
  - e) Key Focus Areas / Domains of the Incubator
  - f) Number of Incubates Supported till Date
  - g) Brief Summary of the Accelerator Program – Objectives, Intended Outcomes and Output
  - h) Key Partners and Sponsors of the Accelerator Program
  - i) Duration of the Program
  - j) Focus Areas / Theme of the Program
- T. Brief description of the start up/business model.
- U. Significant problem addressed.

**Note:-**

1. Please send the duly filled up Application Form to <.....> or send the hard copy to the Member Secretary, Rajasthan State Pollution Control Board, 4, Institutional Area, Jhalana Doongri, Jaipur, Rajasthan as per the prescribed format.
2. Application should be in the prescribed format and include all desired information. However you are free to add any other information that you may feel is relevant to the project. Please limit the application to 5 pages (excluding the cover page, if any) with 12 font size of Times New Roman or Calibri.
3. The Project DPR duly approved by the funding agency/Financial institution shall be enclosed.



**Letter of Intent**

Date\_\_\_\_\_

To,

**Subject: Approval for Financial Assistance under Rajasthan Startup Policy – 2015**

Dear Sir,

With reference to your application seeking assistance for your <details of project> in the form of <nature of assistance sought>, we are pleased to inform you that the State Level Implementation Committee constituted under the said Policy has been pleased to extend assistance of Rs <amount> in the form of <nature of assistance> subject to the following special terms and conditions:

**<Terms and conditions:->**

In addition to the above, you shall comply with all the requirements of the said Policy and the guidelines issued by Startup Oasis in that regard from time to time. You may be required to enter into necessary agreements with Startup Oasis, which will be communicated to you separately.

Please convey your acceptance within 3 weeks from the issue of this letter.

Thanking you.

Yours sincerely

(Member Secretary)

RPCB, Jaipur

**REPORTING FORMAT**

Quarterly Work Plan as per the below format needs to be submitted to the Member Secretary, Rajasthan State Pollution Control Board, Jaipur at the end of every Quarter, within 15 days after the end of the Quarter. For example, for the Quarter ending March 31, the report needs to be submitted by or before April 15. Report will be submitted for three years from commissioning of the project.

	<b>Targets</b>	<b>Actual</b>	<b>Targets for Next Quarter</b>
Waste material utilized (tonnes)			
Waste recycled (tonnes)(list and provide quantities)			
Resources recovered (list and provide quantities)			
Products generated (list and provide quantities)			
Revenues (Rs)			
Direct Costs (Rs)			
Contribution (Rs)			
Fixed Costs (Rs)			
EBIDTA (Rs)			
Capital Costs (Rs)			
New Cash Flow (Rs)			
Other Major Achievements			

Provide a statement on the environmental and social management plan and compliance

**APPRAISAL COMMITTEE**

Member Secretary, RSPCB, Jaipur	Chairperson
Chief Environmental Engineer, RSPCB, Jaipur	Member
Chief Scientific Officer, RSPCB, Jaipur	Member
Financial Advisor, RSPCB, Jaipur	Member
Incharge (Project Cell), RSPCB, Jaipur	Member Secretary
Two officers note below the rank of Environmental Engineer in RSPCB	Member
Two invited subject expert	Member

**4, Jhalana Institutional Area, Jhalana Doongri,  
Jaipur, Rajasthan - 302004**