INCUNATION
From Idea to Impact : With Expert Execution

For colleges & universities in Punjab

6-YEAR INCUBATION CENTRE DEVELOPMENT & GOVERNMENT GRANT FACILITATION PROGRAMME

Up to ₹48 Crore

Government Grant Opportunity for Your College

A 6-year, month-by-month plan to set up an incubation centre on your campus, win Central Government grants, use Punjab's Startup Policy 2026, and make the centre pay for itself.



- Year 1 planned month by month
- 7 complete services
- Incubate360 software FREE

Indicative funding opportunity across six years. All funds depend on the government scheme being open and on availability of funds. Grant sanctions are not guaranteed.

Everything you need to decide, on one page



WHAT WE BUILD TOGETHER

A registered incubation centre run by your own Section 8 company, with central grants from Year 3 and a Centre of Excellence bid in Year 6.



WHAT WE PROVIDE

Setup, grant applications, team hiring, training, accreditation records, student programmes and a revenue plan. Seven services in one package.

WHAT IT COSTS

₹1,00,000 a month

Minimum 12 months. Planned for 6 years. Includes Incubate360 software, free.



WHAT YOU COULD GAIN

Up to ₹48 Crore in grants over six years, Punjab seed money for student startups, stronger NAAC, NBA and NIRF data, and a real startup story for admissions.



WHAT YOU PROVIDE

Space and infrastructure, event costs, a nodal officer, salaries for a small incubation team, and timely approvals.



HOW YOU WILL KNOW

A written progress report and a review meeting every month, a leadership review every quarter, and a live dashboard.

YOUR FIRST 90 DAYS

MONTH 1
Campus study and your 6-year roadmap, approved by you

→

MONTH 2
Section 8 company filed and key policies drafted

→

MONTH 3
Team hired, space planned and Incubate360 live

WHY INCUNATION GLOBAL

Built for Punjab
Mapped to the Punjab Startup Policy 2026.

Our own media platforms
StartupFeed.in and CampusFeed.in.

Our own software
Incubate360, built for incubators.

The best time to build your incubation centre is now

Policy, rankings and parents are all moving the same way. Institutions that are ready first gain the most.

Punjab has raised its support

The Punjab Startup Policy 2026 puts more money into startups, and backs startup fests at private colleges too.



SEED GRANT

₹5 L per startup

Earlier ~~₹3 L~~ (2022 policy)

SECOND TRANCHE

up to **₹10 L** per startup

New: for 20 startups a year

STARTUP FEST

up to **₹5 L** per event

Now open to private colleges



Punjab wants incubators in every district

The Startup Policy 2026 plans incubation centres with educational institutions in all districts, five regional hubs, and new Centres of Excellence in Tier-II and Tier-III cities.



Rankings now count innovation

NIRF has a separate Innovation ranking. NBA gives marks for start-up and entrepreneurship activity. NAAC assesses your innovation ecosystem.



Admissions are more competitive

Punjab has 19 private universities and over 1,000 colleges. AICTE closures in the state rose from 2 to 10 a year in two years. Families ask what makes your campus different.



Your students now study it

Since 2025-26, entrepreneurship is a Class 11 subject for 2.68 lakh students, and 18 universities teach it to undergraduates. They will look for an incubator.

Punjab is a Top Performer in the DPIIT States' Startup Ranking (5th edition, January 2026), for the second time running, and aims to be one of India's leading startup centres by 2031. **Is your campus ready?**

Your 6-year government grant roadmap

Each step builds the record and eligibility for the next. Sure steps first, bigger grants follow.



1 YEAR 1

Startup Punjab fest + MSME ideas

UP TO
₹55 L

₹5 L a year fest + 2 ideas at ₹15 L each

2 YEAR 2

MSME machinery grant

UP TO
₹1 Cr

after two approved ideas

3 YEAR 3

DST NIDHI-iTBI

UP TO
₹5 Cr

over 3 years

4 YEAR 4

NITI Aayog AIC + NIDHI Accelerator

UP TO
₹10.4 Cr

₹10 Cr AIC (ACIC ₹2.5 Cr) + ₹40 L Accelerator

5 YEAR 5

DST NIDHI PRAYAS Centre

UP TO
₹1.5 Cr

fab lab + ₹30 L a year to run it

6 YEAR 6

DST NIDHI Centre of Excellence

UP TO
₹30 Cr

₹20 Cr running + ₹10 Cr equipment

UP TO
₹48 Crore

Grant ceilings you can target over six years

About ₹18 Crore in Years 1 to 5, and ₹30 Crore more in Year 6. Multi-year grants are paid in instalments.

Note: All funds depend on the government scheme being open and on availability of funds. Figures are published scheme ceilings and indicative targets, subject to eligibility, evaluation and approval. Grant sanctions are not guaranteed.

What we provide, and exactly what you receive

Seven services in one package, each with deliverables you can check and keep.



1

Incubation Centre Establishment

End-to-end planning, setup and operational support.

YOU RECEIVE

- ✓ Space and layout plan: co-working, cabins, prototyping lab, meeting and pitch areas
- ✓ Equipment and furniture list with a budget estimate
- ✓ Branding and signage plan for the centre
- ✓ Opening and inauguration event



2

Government Grant Facilitation

From the right structure to the last utilisation report.

YOU RECEIVE

- ✓ Section 8 company formation support and board structure
- ✓ Startup India, DPIIT, MSME Host Institute and Startup Punjab registrations
- ✓ Detailed project reports, budgets and complete applications
- ✓ Committee presentations, inspection readiness, utilisation certificates and progress reports



3

Recruitment & Team Development

The right people, hired and trained with you.

YOU RECEIVE

- ✓ Job descriptions for the Incubation Manager and two staff
- ✓ Shortlisting and interviews alongside your management
- ✓ Onboarding and role-by-role training



4

Training & Continuous Handholding

Your team is never on its own.

YOU RECEIVE

- ✓ SOP manual, templates and an annual activity calendar
- ✓ Staff training and faculty development programmes
- ✓ Regular on-site and online guidance, all six years

What we provide, continued

5

NAAC, NBA & NIRF Support

Real activity, properly recorded.

YOU RECEIVE

- ✓ Evidence system for NAAC 3.2, NBA 9.5, NIRF Innovation and IIC
- ✓ Activity calendar that meets IIC's quarterly norms
- ✓ Annual data and report compilation

6

Student Startup Ecosystem

Programmes from Year 1.

YOU RECEIVE

- ✓ Ideathons, bootcamps, hackathons and demo days
- ✓ Pre-incubation programme and a mentor panel
- ✓ IPR workshops, investor and industry connects

7

Sustainable Revenue Model

Income beyond the grants.

YOU RECEIVE

- ✓ Co-working, training and consultancy offers with pricing
- ✓ A revenue plan and monthly income tracking
- ✓ Other permissible incubation activities

DOCUMENTS YOU WILL OWN

Yours to keep, whatever happens

- ✓ Innovation & Startup Policy
- ✓ IPR Policy
- ✓ Incubation Policy
- ✓ Selection & Exit Policy
- ✓ Startup agreement templates
- ✓ SOP manual
- ✓ Annual impact reports



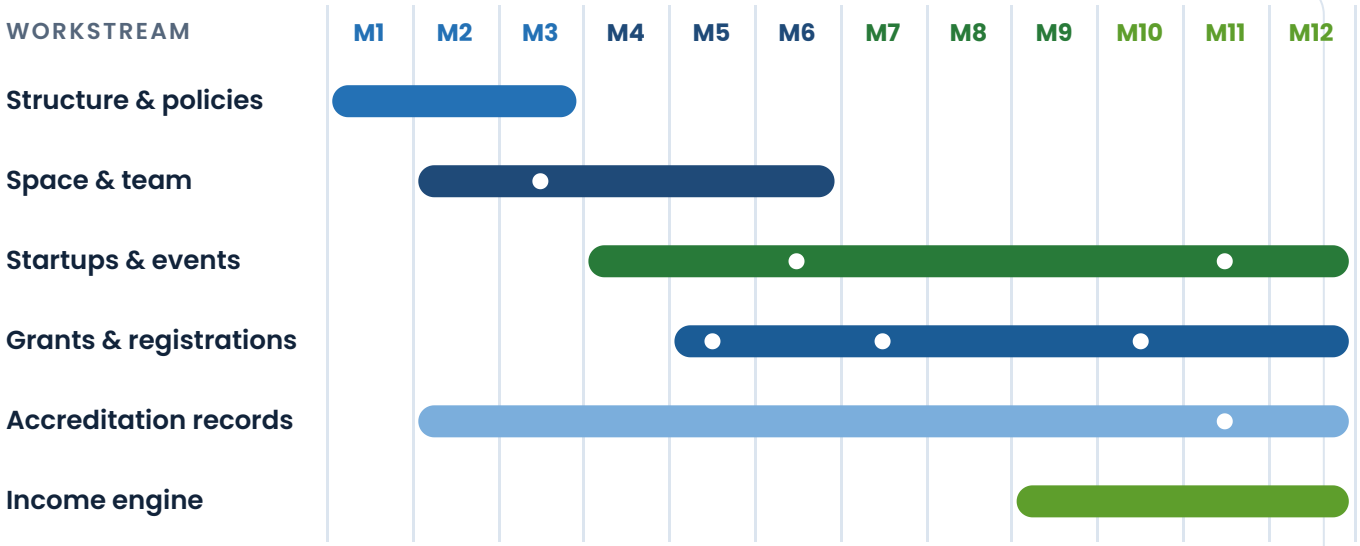
Incubate360 BONUS

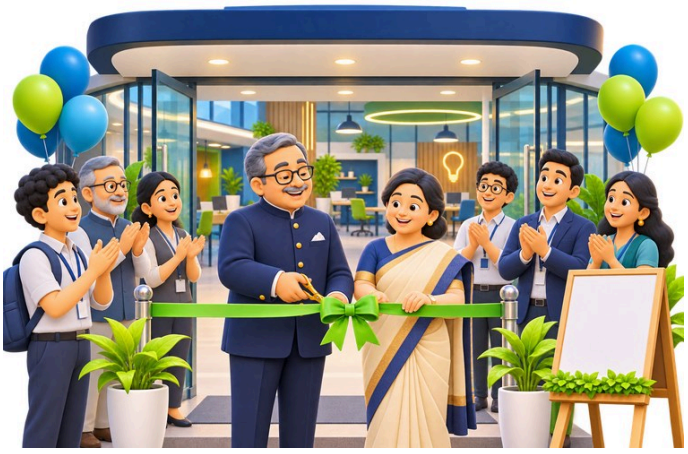
Incubation & grants software, FREE

Regular price ₹24,999 a month. Included for the full engagement. See page 17.

Year 1 at a glance

Six workstreams run side by side. Every month ends with a clear output you can check.





MILESTONES YOU CAN SEE

- **M1** Your 6-year roadmap approved
- **M3** Team hired, Incubate360 live
- **M6** Incubation centre inaugurated
- **M7** Two ideas filed for MSME grants
- **M10** Seed grant files for your startups
- **M12** 10+ startups and annual report

QUARTER 1
Foundation
Structure, policies, team and software in place

QUARTER 2
Launch
Idea pipeline, first cohort and inauguration

QUARTER 3
Momentum
MSME ideas, startup fest, partners and income

QUARTER 4
Recognition
Startup Punjab filings, Demo Day, records, annual report

Every month: a written progress report and a review meeting with your nodal officer.

Year 1, month by month

Months 1 to 6. Every month ends with something you can see and check.

QUARTER 1 Foundation Months 1 to 3

MONTH 1 — Kick-off and campus study

- Kick-off with management; nodal officer named
- Study of space, people and current activity
- Scheme eligibility map for your campus

YOU GET
Campus Diagnostic Report and 6-year roadmap for your approval

MONTH 2 — Legal structure and policies

- Section 8 company documents prepared and filed
- Innovation & Startup, IPR and Incubation policies
- Innovation Council (IIC) set up or strengthened

YOU GET
Policy pack and incorporation filing

MONTH 3 — Space, team and software

- Space layout and equipment plan
- Incubation Manager and two staff hired with you
- Incubate360 set up and staff trained

YOU GET
A hired team, a space plan and live software

QUARTER 2 Launch Months 4 to 6

MONTH 4 — Open the idea pipeline

- Awareness drive for students and faculty
- Campus ideathon; pre-incubation opens
- Mentor panel formed

YOU GET
First idea pipeline and a mentor panel

MONTH 5 — First startup cohort

- Selection committee picks the first startups
- Bootcamp: validation, business model, pitching
- Startup India and MSME Host Institute filings

YOU GET
First cohort onboarded

MONTH 6 — Inauguration

- Incubation centre inauguration event
- Media release and digital launch
- Half-year review with your leadership

YOU GET
A running centre and a half-year report

Year 1, month by month

Months 7 to 12. By the end of the year, your first startups are filing for Punjab seed grants.

QUARTER 3 Momentum Months 7 to 9

MONTH 7

MSME Idea Hackathon

- Two student ideas filed in the MSME Idea Hackathon
- IPR awareness workshop
- First patent and IP filings guided

YOU GET
Two ideas filed for MSME grants of up to ₹15 L each

MONTH 8

Startup fest and industry

- Startup fest with up to ₹5 L from Startup Punjab
- Industry and alumni connects
- Partnership MoUs initiated

YOU GET
Startup fest run and partners engaged

MONTH 9

Income engine

- Co-working and training offers launched
- Faculty development programme on innovation
- Income tracked in Incubate360

YOU GET
First income streams open

QUARTER 4 Recognition Months 10 to 12

MONTH 10

Startup Punjab filings

- First startups registered with the Startup Punjab Cell
- Seed grant files (₹5 Lakh each) for eligible startups
- MSME machinery proposal once ideas are approved

YOU GET
Seed grant applications filed for your startups

MONTH 11

Demo Day and records

- Demo Day with investors and industry
- NAAC 3.2, NBA 9.5, NIRF and IIC evidence compiled
- Startup progress reviews

YOU GET
Demo Day and accreditation-ready files

MONTH 12

Year 1 review

- 10+ startups incubated
- Annual impact report to your board
- Year 2 grant calendar agreed

YOU GET
Annual Impact Report and Year 2 plan

Years 2 to 6, year by year



Each year has one clear goal, a grant target and a result you will see.

YEAR 2 — Machines and first ideas

MILESTONES

- MSME machinery after two approved ideas
- NIDHI-iTBI application when DST calls
- Second fest; co-working income grows

GRANT TARGET

MSME: machinery up to ₹1 Cr. Startup Punjab: ₹5 L a year for your fest

✓ A working prototyping lab

YEAR 3 — First national grant

MILESTONES

- NIDHI-iTBI sanction and lab build-out
- Agri-tech, food-tech or clean-tech focus
- Punjab PPP CoE bid, once its terms are out

GRANT TARGET

NIDHI-iTBI: up to ₹5 Cr over 3 years. Founders: ₹5 L seed each

✓ A nationally funded incubator

YEAR 4 — National recognition

MILESTONES

- AIC or ACIC application, now eligible
- NIDHI Accelerator cohort and demo days
- NIDHI PRAYAS application

GRANT TARGET

AIC: up to ₹10 Cr, or ACIC ₹2.5 Cr. NIDHI Accelerator: ₹40 L

✓ A nationally backed incubator

YEAR 5 — Scale and self-reliance

MILESTONES

- NIDHI PRAYAS Centre and fab lab
- CSR partners and NIDHI EIR
- Startup Punjab regional hub partnership

GRANT TARGET

PRAYAS: up to ₹1.5 Cr fab lab + ₹30 L a year to run it

✓ A self-sustaining incubator

YEAR 6 — National CoE

MILESTONES

- NIDHI CoE proposal (incubator 5 years old)
- 50,000 sq ft and a 30% partner in place
- Other national calls as they open

GRANT TARGET

NIDHI CoE: up to ₹30 Cr (₹20 Cr running + ₹10 Cr equipment)

✓ A national Centre of Excellence

BY 2032

Your campus, a recognised Innovation & Entrepreneurship Hub



You will always know where things stand

No guesswork. A fixed reporting rhythm, a live dashboard, and your sign-off on every milestone.



YOUR REPORTING RHYTHM

EVERY MONTH	Written progress report: what was done, what comes next, and any risks.
EVERY MONTH	Review meeting with your nodal officer.
EVERY QUARTER	Leadership review with your management and trustees.
EVERY DAY	Live progress dashboard in Incubate360.
EVERY YEAR	Annual impact report for your board.

YOUR MONTHLY SCORECARD

- **Startups incubated** and their progress
- **Applications filed** scheme by scheme
- **Grants sanctioned** and instalments received
- **Events run** with participation
- **Mentors engaged** and sessions held
- **Income earned** by stream
- **IIC activities** quarter by quarter
- **Evidence files** ready for NAAC, NBA, NIRF

Your sign-off on every milestone

Your nodal officer signs off each monthly milestone. If anything slips, you hear it from us first, with a recovery plan.

How we help you win government grants

Grants are won on structure, paperwork and timing. We handle all three.



IN SIMPLE WORDS

What is a Section 8 company?

A not-for-profit company your institution sets up to run the incubator. You stay in control through its board. It can receive grants, sign agreements with startups and keep its own audited accounts.

✓ Most schemes release money in instalments. **Clean reporting keeps funds flowing** and protects your reputation.

1. **Right structure**
   Section 8 company support, so your incubator can receive grants in its own name.
2. **Right recognitions**
   Startup India, DPIIT, Startup Punjab and MSME Host Institute registrations, in the right order.
3. **Right schemes**
   We match Central and State schemes to your campus, in the right sequence.
4. **Right documents**
   Detailed project reports, budgets, policies and annexures in each ministry's format.
5. **Right presentation**
   Filing, committee presentations and follow-up until a decision is made.
6. **Inspection ready**
   Space, records and team prepared for every inspection visit.
7. **Proper reporting**
   Utilisation certificates and reports on time, so the next instalment keeps coming.

Real innovation that NAAC, NBA and NIRF recognise



A working incubation centre feeds the exact indicators assessors look for. We help you create genuine results and keep proper records.

FRAMEWORK	WHAT THEY LOOK AT	HOW THE CENTRE HELPS
NAAC Colleges and universities	Criterion 3: Research, Innovations and Extension. Key Indicator 3.2: Innovation Ecosystem.	✓ Incubation centre, IPR and entrepreneurship workshops, documented activity.
NBA UG Engineering, Tier II	Criterion 9.5: Start-up and Entrepreneurship Activities (5 marks).	✓ Incubation cell, regular activities and student ventures.
NIRF Innovation, 2025 framework	Pre-incubation and incubation (10%), innovation policy and IIC (10%), funding for innovation including government grants (25%).	✓ Startups incubated, IIC performance, and grants and seed funding won.
IIC Ministry of Education	Institution's Innovation Council rating, based on activities every quarter.	✓ Qualifying activities, run and recorded every quarter.
NISP & NEP National policy	Incubation through a Section 8 company or society. At least 1% of the budget for innovation (recommended).	✓ The structure, policies and records that show alignment.



Our promise: no shortcuts

NAAC, NBA and NIRF decide grades and ranks. We strengthen the real work, and the proper records behind it.

A startup campus from Year 1

Students learn by building. Your campus becomes the place where ideas turn into companies.



QUARTER 1
Ideathon & orientation

QUARTER 2
Bootcamp & IPR workshop

QUARTER 3
Hackathons & challenges

QUARTER 4
Demo Day & investor connect

SUPPORT YOUR STUDENT FOUNDERS CAN ACCESS

₹5 L
seed grant per startup, Punjab Startup Policy 2026

Up to ₹10 L
second tranche, for 20 startups a year

Up to ₹15 L
per approved idea, MSME Innovative Scheme

25%
of rent back, up to ₹5 L a year, for startups in your incubator

Up to ₹7 L
a year interest subsidy on bank loans, for 3 years

₹10 L
government orders with purchase preference, up to 3 per startup

"Our students build funded startups." An admissions story no advertisement can buy.

Your money, in simple monthly numbers

What you put in, what can come back, and what you keep even in a slow year.

YOU INVEST

₹1,00,000 a month

Our complete package, including Incubate360.

YOUR OWN COSTS, IN PLAIN WORDS

- ✓ Space and infrastructure
- ✓ All event costs
- ✓ Salaries for the incubation team
- ✓ Electricity, internet and upkeep
- ✓ Registration and government fees
- ✓ Travel and stay for on-site visits
- ✓ Any matching share a scheme asks for

WHAT CAN COME IN, UP TO

₹30 L	MSME grants for two student ideas, ₹15 L each
₹1 Cr	MSME machinery, after two approved ideas
₹5 Cr	DST NIDHI-iTBI, over 3 years
₹5 L	a year for your startup fest
₹24,999	a month, Incubate360 software, free
Monthly	income from co-working, training and services

Side by side, every month

per month

Our monthly fee **₹1,00,000**

Example: 50 co-working seats at ₹3,000 **₹1,50,000**

NIDHI-iTBI running support from Year 3, on average **up to ₹5.1 L**

Illustration only. Punjab pays no running grant to incubators. Your startups get 25% of their rent back, up to ₹5 L a year for 3 years.

EVEN IN A SLOW YEAR, YOU KEEP

- ✓ Your own Section 8 incubation company
- ✓ A trained incubation team
- ✓ Accreditation-ready records
- ✓ Policies, SOPs and agreements
- ✓ A working centre with startups
- ✓ Applications ready for the next call

And you can stop after 12 months.

DO THE MATHS

10

extra admissions at ₹1,20,000 a year each cover a full year of partnership.

Example. Use your own fee.

Doing it yourself, or doing it with us

The same goal, two very different journeys.

TASK	ON YOUR OWN	WITH INCUNATION
Knowing which schemes fit, and when	Trial and error; missed windows	✓ **A 6-year scheme calendar for your campus**
Applications and project reports	Outside writers for each scheme	✓ **We prepare every document**
Section 8, registrations, compliance	Staff learn on the job	✓ **Done with you, step by step**
Hiring the incubation team	No benchmark for the roles	✓ **We define roles, shortlist and train**
Student programmes	Faculty run events alongside teaching	✓ **A full calendar, run with your team**
Accreditation evidence	Records scattered across departments	✓ **One evidence system, ready every year**
Incubation software	₹24,999 a month	✓ **Included free**

BUILT TO PAY ITS OWN WAY

1. **Co-working seats and cabins**
   startups, freelancers, local businesses
2. **Training and certification**
   students, faculty, professionals
3. **Consultancy and services**
   startups and local MSMEs
4. **Events and sponsorships**
   hackathons, summits, demo days
5. **Lab and equipment use**
   prototyping and testing



Our goal: an incubation centre that covers its own costs and keeps growing after the grant years.

Incubate360

Incubate360 software, FREE for your incubation centre

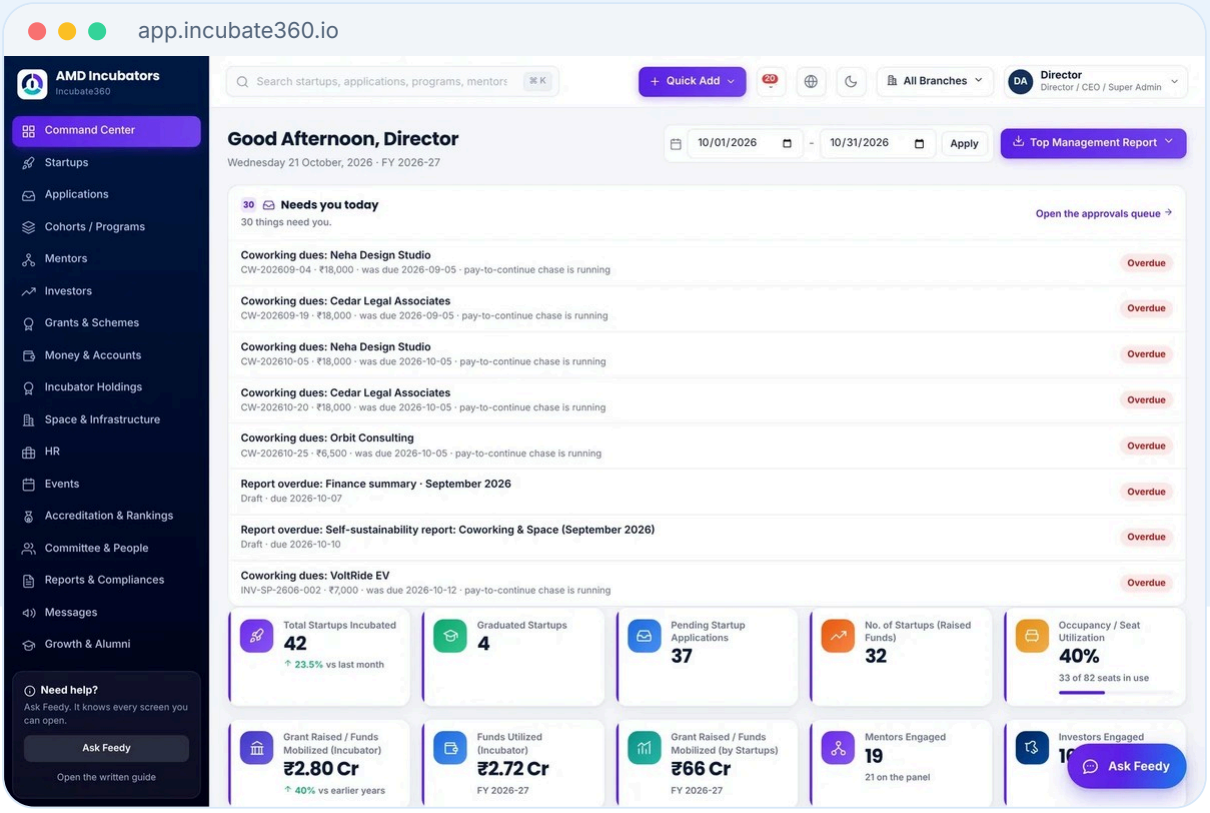
One system for your whole centre: startups, mentors, accounts, grants and reports, always ready for inspections.

Regular price

~~₹24,999 /month~~

FREE

for the full engagement. Annual indicative value: **about ₹3 lakh**



EVERYTHING YOUR CENTRE RUNS, IN ONE PLACE

- ✓ Startups & founder portal
- ✓ Applications & selection
- ✓ Mentors & investor deal room
- ✓ Accounts, GST & approvals
- ✓ Grants & utilisation certificates
- ✓ NAAC, NIRF & IIC reports
- ✓ Events, cohorts & programmes
- ✓ Committees
- ✓ Co-working desk & billing
- ✓ Due-date reminders
- ✓ Feedy, the built-in assistant
- ✓ Secure logins for every role

Logins for the **director, coordinators, accounts team, founders, mentors and investors**.

A clear split of responsibilities

Good partnerships start with clear roles. Here is exactly who does what.

Incunation Global does

- 6-year roadmap and scheme strategy
- Section 8, DPIIT and scheme registrations
- All documents, applications and reports
- Recruitment support and staff training
- Student programmes and events
- Accreditation evidence system
- Incubate360 software and setup

Your institution provides

- Space and infrastructure for the centre
- All event costs
- A nodal officer and a management sponsor
- Salaries for the incubation team
- Timely approvals, signatures and board resolutions
- Matching contributions where a scheme needs them
- Registration and government fees
- Student and faculty time in the calendar

KNOW THE NORMS UPFRONT

We plan for these from day one

Startup Punjab	From Year 1: startups register with the Startup Punjab Cell. A State Level Committee approves each benefit, and benefits run for 3 years.
NITI Aayog AIC	From Year 4: at least 25% matching contribution from a private host, 10,000 sq ft, and no loss in any of the last three years.
DST NIDHI Centre of Excellence	From Year 6: incubator at least 5 years old, host at least 8 years old, 50,000 sq ft, and about 30% of cost from a partner.



One partner, one point of accountability, and no surprises about who does what.

One complete package. One monthly fee.

COMPLETE INCUBATION SUPPORT PACKAGE

₹1,00,000

per month

6-year partnership

Minimum 12 months

The package covers

- ✓ Incubation centre setup and development
- ✓ Government grant facilitation
- ✓ Documentation and application support
- ✓ Recruitment and team development
- ✓ Training and institutional handholding
- ✓ NAAC, NBA and NIRF-related support
- ✓ Complimentary Incubate360 software
- ✓ Monthly reports and quarterly reviews

Please note: Your institution bears all registration and government charges (such as for the Section 8 company and DPIIT), all event and infrastructure costs, and travel and stay for visits outside our registered headquarters in Greater Noida. Virtual meetings and online support are free. All services are delivered as per the mutually agreed scope of work and engagement terms.

QUESTIONS OWNERS ASK US

What happens in the first 90 days?

Campus study and roadmap in Month 1, Section 8 filing and policies in Month 2, team, space plan and software in Month 3.

Will this add load on our faculty?

No. We handle the planning, paperwork, applications and reporting. Your faculty mentor and teach.

Who controls the centre and its funds?

You do. Grants go to your own Section 8 company, run by your board.

Are grants guaranteed?

No one can guarantee a government grant. We maximise your chances with the right structure, documents and timing.

What else will we spend?

Space and infrastructure, events, team salaries, upkeep, registration charges, travel for on-site visits, and any matching share.

Can we stop if it is not working?

Yes. The minimum commitment is 12 months. The roadmap is planned for six years.

IN YOUR FIRST 12 MONTHS, YOU RECEIVE

12 monthly progress reports	**12** monthly review meetings	**4** quarterly leadership reviews	**7** policies, templates and manuals	**1** annual impact report

INCUNATION
From Idea to Impact : With Expert Execution

Let's build your Innovation & Entrepreneurship Hub

We would be pleased to arrange a presentation and discuss a customised incubation and government grant roadmap for your institution.

1 Presentation
A focused session for your leadership team.

2 Your roadmap
A customised plan for your campus and schemes.

3 Kick-off
Agreement signed. Month 1 begins.

Book a presentation for your leadership team

+91 99585 22466 | +91 120 427 2743

connect@incunation.in

incunation.in

Greater Noida, Uttar Pradesh

Scan to WhatsApp us

Warm regards,

TEAM INCUNATION GLOBAL

Important note: Scheme names, amounts and conditions are based on published Central and State Government guidelines as of November 2026 and are indicative "up to" ceilings. They represent potential funding opportunities and indicative targets, subject to individual scheme eligibility, institutional qualifications, availability, application evaluation, approvals and applicable funding conditions. All funds depend on the government scheme being open and on availability of funds. Grant sanctions are not guaranteed. Multi-year grants come in instalments as per scheme rules.