

A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship (ASPIRE)

Ministry: Ministry of Micro, Small and Medium Enterprises (MSME)

1. Eligibility Criteria

a) Eligible Beneficiaries:

- **Startups and individual entrepreneurs** (18+ years)
- **NGOs, institutions, and organizations**
- Entities engaged in **rural and agro-based industries**

b) Eligible Institutions:

- Technical and research institutions (especially agro-based sectors)
- Knowledge partners for incubation and commercialization
- Government-recognized bodies such as:
 - National Small Industries Corporation
 - Khadi and Village Industries Commission
 - Coir Board
- Private incubators under **government-supported incubation frameworks**

c) Infrastructure Requirement:

- Organizations capable of establishing:
 - **Livelihood Business Incubators (LBIs)**
 - **Technology Business Incubators (TBIs)**

d) Focus Areas:

- Rural youth and **women entrepreneurs**
- Promotion of **sustainable rural enterprises**

2. Benefits

a) Financial Support:

- Funding for:
 - **LBIs and TBIs**
 - Plant & machinery (excluding land/building)

b) Funding Pattern:

- Government-supported incubators:
 - **100% grant** (up to ₹100 lakh per project)
- PPP mode incubators:
 - **50% grant** (up to ₹50 lakh)

c) Additional Support:

- **Seed funding assistance**
- Training support under **ATI scheme**
- Skill development and entrepreneurship training

d) Strategic Impact:

- Promotes:
 - Innovation and technology commercialization
 - Rural entrepreneurship and job creation
 - Market linkages and economic growth

3. How to Apply

- Apply through the **MSME portal** or implementing agencies

Process:

- Identify scheme component (LBI/TBI)
- Prepare detailed **project proposal**
- Submit application via portal or agency
- Application evaluation and screening
- Selection and approval by competent authority
- Implementation after approval

4. Documents Required

- Detailed **project proposal**
- Organization/entity details
- Financial estimates
- KYC documents

a) Additional Documents:

- Entity registration documents
- Detailed business plan
- Categorization/eligibility certificate (if applicable)

b) For Incubators (LBI/TBI):

- Infrastructure and operational details

Official Website

<https://msme.gov.in>

