

Promotion and Marketing Assistance Scheme

1. Preamble to the Policy:

Government has approved and notified the Goa Start-up Policy 2025 with a vision to make Goa the creative capital of the country and a beacon for startups, innovation and entrepreneurship driving economic prosperity and creating job opportunities thus earning recognition as a premier destination by 2028. This ambitious vision is to be realised through a comprehensive approach, targeting key pillars of support, including access to capital, education, market, institutional support, infrastructure development, regulatory enablement, and administrative facilitation. Moreover, the policy also aims to promote the entry of startups from academia, enhance outreach and awareness and foster strong linkages with industry. The policy contains various incentives for Startups and to avail the benefits of these incentives the Government has proposed many schemes under the policy.

2. Short title and commencement:-This scheme shall be called “Promotion and Marketing Assistance Scheme”.

3. Benefits under the Scheme:-

3.1. Startup may avail for reimbursement of upto 50% of the actual costs for exhibition stall rental for participation at national and international trade show or exhibition organised or supported by Central or other state governments or any distinguished trade body and up to 50% of the actual cost of to and fro travel for the said participation, together not exceeding INR 75,000.

3.2. If the exhibition or trade show is sponsored by the government, selected startups will get free stall space and can claim up to 50% travel cost with a cap of ₹25,000.

3.3. This scheme may be availed by upto forty (40) applicants per year which shall be selected by the SITPC as per its discretion and guidelines.

3.4 The scheme may be availed by startups for only one event per financial year.

3.5 Under no circumstance shall the benefits under this scheme be considered an entitlement. SITPC shall reserve the sole right to accept or reject applications.

4. Eligibility:-

4.1 A Qualified Startups in which at least 50% equity/share is held by one or more Goans continuously since the time of inception or the company is operating in Goa for at least the last twelve (12) months.

4.2 The event/participation should be recognised and/or supported by Government of India or should be approved by SITPC prior to participation by the Startup.

4.3 The expenditure should be paid for digitally.

5. Procedure for filing and disbursement of claims:-

5.1 The Startup should obtain prior approval for participating at the exhibition.

5.2 SITPC shall convey in-principle approval for availing benefits under the scheme, and the authorization for the same shall be completed within the stipulated time from the receipt of the application.

5.3 Upon incurring the expenditure the Startup shall submit the application online in the prescribed form with requisite set of documents.

5.4 Based on the due diligence the admissible amount shall be reimbursed to the applicant.

5.5 SITPC shall be the competent authority to accept or reject any claims. The decision of the SITPC shall be final and binding.

5.6 The approval or rejection of the application shall be notified within 60 days from receipt of the application. Once the application is approved, the admissible amount shall be disbursed ideally within 60 days from its approval.

6. Documents required for claiming the incentive:-

Sr.No	Document
1	Copy of Aadhaar card/s of the Director/CEO
2	Birth Certificate/Domicile Certificate/Marriage Certificate or Proof of Operations in the State

3	Copy of Proof of Participation
4	Participation Report
5	Copy of original Proof of Payment
6	Copy of original bills
7	The form and documents as mentioned in Annexure 1 & 2.