

# **Selection criteria for CSI product launching event/ceremony**

## **1. Rationale**

The Department of Cottage and Small Industry, Ministry of Economic Affairs through the Startup and Cottage and Small Industry Development Flagship program will be supporting CSIs in launching new products in the market through various platforms.

The product launching support is intended to help the CSIs to gain better access to market and also help in promotion and introduction of new products to customers. Through this support, it is expected that the CSIs not only promote their products to customers but will enable them to link with interested partners and investors from both within and outside the country.

## **2. Eligibility**

2.1 Startups at the Startup Center with or without license

2.2 Other CSIs with valid business license

## **3. Selection Criteria (s)**

3.1 Products produced and manufactured in the country

3.2 IT and ITES enabled businesses

3.3 Product should be new in the market i.e. new products manufactured within 1 year

3.4 Applicant shall produce physical product for examination/verification

## **4. Support Provided**

The Department will hold the product launching event and will provide the following supports but not limited to:

4.1 Logistics arrangement for product launch event

4.2 Advertisement of product

4.3 Press release of product launch in both print and broadcast media

4.4 Product launch through an event to be organized during annual CSI Fair or during national events or celebrations.

## **5. Obligation of the Entrepreneurs**

5.1 Entrepreneurs shall provide information details about the products and its features. The information details to be duly filled in an application form.