A User Guide for Startups

maarg→>>>

MENTORSHIP • ADVISORY • ASSISTANCE
RESILIENCE • GROWTH

User Guide Contents

- **Login Process**
- **Dashboard View**
- **Mentorships**
- **Creating Sessions**
- **Mentorship Ratings**
- **Mentorship Summary**

1. Login Process

1. How to login?

*Users are required to be registered at www.startupindia.gov.in first. Same credentials can be used to login on MAARG portal.

1. Login with Startup India Registered User Name and Password.

2. Forgot Password redirects user to Startup India Portal to Change/Reset password

3. SSO login: For SSO login, users Social Media and Startup India User Credentials must be the same.

New User: Please click on Create an Account and register with Startup India Portal.

2. The Dashboard

2. The Dashboard View

भारत सरकार GOVERNMENT OF INDIA · **वाणिज्य एवं उद्योग मंत्रालय** MINISTRY OF COMMERCE AND INDUSTRY · **उद्योग संवर्धन और आंतरिक व्यापार विभाग** DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE · Toll Free: 1800 115 565

#startupindia **maarg→»**
MENTORSHIP · ADVISORY · ASSISTANCE · RESILIENCE · GROWTH

ABOUT · BECOME A MENTOR · GET A MENTOR · COHORT PROGRAMS · FAQs · CONTACT

Welcome Nazia

MAARG Portal by Startup India
MY STARTUP DASHBOARD

STARTUP NAME	DPIIT Number		CONTACT NAME	CITY
NAZIA TECH SYSTEMS PRIVATE LIMITED	DIPP96610		Nazia Islam	Delhi

#startupindia

VIEW PROFILE · EDIT PROFILE · CREATE A NEW MENTORSHIP REQUIREMENT

- **Startup Info:** It displays your Startup Logo, Name, Startup DPIIT Id, Contact Person Photo, Name and City.

- **View Profile:** Click to view your Startup Info

- **Edit Profile:** Click to edit/update your Startup Info

- **New Mentorship Requirement:** Click on button to create a new requirement.

MENTORSHIP REQUESTS

| 0.0 | 0.4 | 0.8 | 1.2 | 1.6 | 2.0 |

Total Requested : 0
Total Accepted : 0
Total Declined : 0

Mentor Requests

MENTORSHIP HOURS

| 0.0 | 0.4 | 0.8 | 1.2 | 1.6 | 2.0 |

Till Date Scheduled : 0.00
Till Date Completed : 0.00
This Quarter Scheduled : 0.00
This Quarter Completed : 0.00

MENTORSHIP SESSIONS

| 0.0 | 0.4 | 0.8 | 1.2 | 1.6 | 2.0 |

Till Date Scheduled : 0
Till Date Completed : 0
This Quarter Scheduled : 0
This Quarter Completed : 0
Upcoming : 0

Next Session : -

- **Data Summary:** Mentorship Requests shows Total number of requests sent by Startup to a Mentor, total number of requests accepted and declined by mentors.

- **Mentorship Sessions & Hours:** Total Number of Sessions (online or offline) scheduled completed between a startup-mentor are shown. The total duration of Hours of these sessions scheduled and completed are displayed.

PROGRESS IN LAST QUARTER

NA	NA	NA	NA	NA
CHANGE IN STATE	NEW JOBS CREATED	REVENUE GENERATED (INR)	NEW INVESTMENT RAISED (INR)	AWARDS AND RECOGNITION

UPLOAD PROGRESS REPORT

- **Startup Progress:** A Startup can upload the Progress data by clicking on the 'Upload Progress Report' button. Once this data is uploaded, the Progress in Last Quarter Data set gets updated.

| MY MENTORSHIPS : 0 | NEW MESSAGES : 0 | NEXT PROGRAM : 00 |

3. Mentorship

3. How to Send Direct Request for Mentorship?

- View the list of All Mentors and see their profiles.

- Startup can send a direct request to the Mentor by clicking on the 'Send Request' link.

- The Send Request column updates the status of your request with Mentor.

- When a Mentor accepts Startup request, the Mentorship is formed and Engagement Summary page is created.

3.1 How to create Mentorship Requirement?

Every requirement has a unique Mentorship Requirement ID. Click on it to view the requirements detail.

Once a requirement is created, the Match Table is auto generated. Click on VIEW displays the Match Table details.

If Startup has SENT a request to a Mentor, the Name of the mentor and purpose of request is visible. Click on the icon next to the Mentor Name to view the Mentor profile.

Request Status:
This field will display the status of the Request sent to a Mentor.
A Mentor may ACCEPT or DECLINE the Startup request. The 'Requested' status then changes to ACCEPTED or DECLINED.

3.2 Create A New Mentorship Requirement

MENTORSHIP REQUIREMENT ✕

Industry (Select 1 Industry) *

Select Industry

Industry / Sector - Keywords (Industry/Function Keywords select up to 10) *

Industry/Sector Keywords

Function (Select 1 Function) *

Select Function

Function - Keywords (Industry/Function Keywords select up to 10) *

Function Keywords

Current Stage of the Startup (Select 1 Stage) *

Select Stage

State

State

Submit

- **Click on 'Create a New Mentorship Requirement' button.**

- **A pop-up opens, fill the required details and Submit. The auto match table is generated with list of best mentor matches found.**

- **Send request to Mentor of your choice.**

Found: 55 < 1 of 6 >

NO.	MENTORSHIP REQUIREMENT ID	REQUIREMENT DATE	MATCH TABLE	REQUEST SENT TO MENTOR	PURPOSE OF REQUEST	...ENTOR REQUEST STATUS
1	0a7d22	26/09/2022 03:24 PM	View			
2	aaf1de	12/09/2022 11:34 PM	NA	Rupali		Accepted
3	fd84e9	12/09/2022 10:07 PM	NA	Aditya Malik		Accepted

3.3 How to Send Request to Mentor?

Send Request: Click to Send Request to selected Mentor. On Click a pop-up box appears, enter text 'your purpose of Mentorship – i.e. why do you need mentorship from this Mentor. Click SEND to confirm sending the request.
Once you click on SEND, the Request is sent to the Mentor and Mentor will respond by Accepting or Declining the request.

NOTE: A startup can send up to 3 Mentor Requests for each requirement.

4. AI Matchmaking Mechanism

4.1 The AI Match Table : How it works?

% of Mentor Match to Startup requirement

Mentor name and details are displayed.

A BLUE Tick box is shown where the Mentor matches the Startup requirement.

Currently Mentoring shows the number of Startups this mentor is currently a mentor with.

View Profile: Click to view the Mentor information

Send Request: Click to Send Request to selected Mentor. On Click a pop-up box appears, enter text 'your purpose of Mentorship – i.e. why do you need mentorship from this Mentor. Click SEND to confirm sending the request.
Once you click on SEND, the Request is sent to the Mentor and Mentor will respond by Accepting or Declining the request.

5. Mentorship Summary

5.1 Mentorship Engagement Summary & Process

Number of Ongoing (Active) and Completed / Closed Mentorships of a STARTUP with Mentors is displayed.

Panel displays the Startup and Mentor Info between whom this Mentorship is formed.

Click here to schedule a new session. Note: You need to fill and complete the previous session notes to schedule a new schedule.

Send Messages via the inbuilt Chat features to your Mentors.

STARTUP to fill information and click on confirm.

During an ongoing Mentorship, both Startups and Mentors can upload and share up-to 5 documents. The list of documents is displayed. Click View to see the document.

5.2 My Mentorships Dashboard View

Number of Ongoing (Active) and Completed / Closed Mentorships of a STARTUP with Mentors is displayed.

Each panel displays the MENTORSHIP details with Mentor info.

- Click 'Engagement Summary' to go to the details of the Engagement Summary page.

- Click on 'Send Message' to send a direct text message to the Mentor via the inbuilt Chat feature.

6. Creating a Session

6. How to Create A Session?

SCHEDULE A SESSION

✕

1 SESSION DATE & TIME*

21/12/2022   📅   12:05   🕐

→ Set session date and time

2 SESSION DURATION(in hours) *

1   ⌄

→ Set session duration/length of session

3 SESSION FORMAT*

| MAARG PLATFORM | OTHER PLATFORM |

→

**Click here to schedule a new session.
Note: You need to fill and complete the previous session notes to schedule a new schedule.**

←

MAARG Session Link 📋

All Chats and Video Discussions may be recorded for quality purposes

A session can be scheduled via the MAARG Platform: this is an inbuilt meeting platform similar to Zoom. On click of MAARG Platform, a session link is auto generated.

Alternatively user can select OTHER Platform and provide information of the planned session medium via call, other platform Google Meet/Zoom etc.

SET GOAL 1*

Project Overview

Word Count: 2/50

SET GOAL 2

SET GOAL 2 (max 50 words)

Word Count: 0/50

SET GOAL 3

SET GOAL 3 (max 50 words)

Word Count: 0/50

4 SESSION GOALS (Atleast One)*

→ **It is mandatory set set atleast 1 Session goal.**

5 DESCRIPTION/REMARKS

Project Overview

Word Count: 2/100

→ **Provide a description of the planned session.**

| BACK | SAVE & SUBMIT |

→ **Save and Submit will create the Session and information about this session is visible on the Engagement Summary Page. Both the Startup and Mentor can view the same information.**

6.1 View Session Details

SESSION DETAILS

START DATE	21-12-2022
START TIME	12:05 pm (IST)
SESSION DURATION	1 hours
SESSION FORMAT	ON MAARG PLATFORM
VC LINK	Click to Join MAARG Session
SESSION GOALS - 1	Project Overview
DESCRIPTION/REMARKS	Project Overview

EDIT DELETE

Schedule Session Info.

User (Startup) can edit this info. A mail message is sent to both Mentor and Startup informing on the changes schedule. User can also delete a scheduled session

COM
NAZ
TECH
SYSTEMS
PRIVATE
LIMITED

CITY
Delhi

Bhatia

EMAIL
palakbhatia19@gmail.com

STARTUP
EMAIL
nazia.95islam@gmail.com

MENTOR

SCHEDULE SESSION   SEND MESSAGE

Mentorship Overview Session Plan

MENTORSHIP ENGAGEMENT START DATE	ENGAGEMENT DURATION IN WEEKS	ESTIMATED SESSIONS PLANNED PER MONTH
21-12-2022	7	4

CONFIRM

Session Summary

Click on Schedule Session Button to 'create a new session'

Sessions Summary

SCHEDULE SESSION

ENGAGEMENT TASK	STATUS	SESSION INFO	SESSION NOTES
SESSION 1	SCHEDULED	21-12-2022 12:05 PM (IST)	FILL NOTES

To Complete the Mentorship Engagement please give feedback and provide your remarks in Engagement Notes

ENGAGEMENT STATUS	ONGOING	GIVE FEEDBACK	ENGAGEMENT NOTES

Session Summary

Click on Session Info to view the scheduled Session details. The info opens in a pop-up as above on the same screen.

6.2 Fill Session Notes & Give Session Feedback

SESSION NOTES

1. SESSION FEEDBACK* ★★★★☆

2. DISCUSSION SUMMARY*
Discussed briefly about project

Word Count: 4 / 250

3. UPLOAD DOCUMENT — CLICK TO UPLOAD
Supported file format PDF only upto 2MB
Get_Started_With_Smallpdf (1).pdf X

4. SESSION HOURS* — 1

BACK   SAVE & SUBMIT

- **Session Notes:** Once a session is completed, user must fill the session notes.

- **Startup needs to rate the session on a scale of 1-5 star rating.**

- **Provide a summary of the discussion with the mentor during the session.**

- **Upload any documents / meeting notes**

- **Confirm the session duration.**

- **Note:** The Mentor will also fill in the sessions notes and will need to confirm on the session hours typed by Startup.

6.3 Completed Session Summary & Notes View

Completed Sessions: 2

SESSION 1	
SESSION STATUS	COMPLETED
SESSION DATE	21-12-2022
SESSION FORMAT	ON MAARG PLATFORM
SESSION DETAILS	View Details
SESSION HOURS	1
SESSION RATING BY STARTUP	5
SESSION NOTES	View Summary

SESSION 2	
SESSION STATUS	COMPLETED
SESSION DATE	21-12-2022
SESSION FORMAT	ON MAARG PLATFORM
SESSION DETAILS	View Details
SESSION HOURS	1.5
SESSION RATING BY STARTUP	NA
SESSION NOTES	View Summary

Complete the Mentorship Engagement with Mentor

To mark your Engagement process complete, first provide overall FEEDBACK on the Mentorship experience and then Startup to fill the Engagement Notes.

Sessions Summary

SCHEDULE SESSION

ENGAGEMENT TASK	STATUS	SESSION INFO	SESSION NOTES
SESSION 1	COMPLETED	DETAILS	SUMMARY
SESSION 2	COMPLETED	DETAILS	SUMMARY

To Complete the Mentorship Engagement please give feedback and provide your remarks in Engagement Notes

ENGAGEMENT STATUS	ONGOING ⌄	GIVE FEEDBACK	ENGAGEMENT NOTES

Completed Sessions: Once a session is completed and session notes are filled – details of the completed session are displayed at bottom of the Engagement Summary Screen.

This panel displays the number of sessions completed and the details of the session as filled by the Startup in the Session Notes.

7. Mentorship Ratings

7. Mentorship Rating

MENTOR FEEDBACK   ✕

Toll Free: 1800 115 565

① OVERALL MENTOR RATING*   ★★★★★

② MENTOR BEHAVIOUR & PROFESSIONALISM*   ★★★★★

③ ADVICE & GUIDANCE*   ★★★★★

④ RESPONSIVENESS*   ★★★★★

Startup to rate their experience about the Mentor. A Startups Rating of a Mentor has weightage in the overall Rating a Mentor on the MAARG platform.

ENGAGEMENT T...

SESSION 1

SESSION 2

Welcome Nazia

BACK   SUBMIT

Your Engagement is Closed

ENGAGEMENT STATUS   COMPLETED   GIVE FEEDBACK   ENGAGEMENT NOTES DETAILS

Mentorship Documents

Upload upto 5 Documents

7.1 Mentorship Engagement Notes

ENGAGEMENT NOTES

Close Window ✕

1 ENGAGEMENT SUMMARY*

Project Completed

Word Count: 2 / 250

2 UPLOAD DOCUMENT

CLICK TO UPLOAD

Get_Started_With_Smallpdf (1).pdf   X

BACK   SUBMIT

- Startup to give a brief description about the Mentorship.

- Upload and share a Project Summary document with highlights about the mentorship

- Once both Mentor feedback and Engagement notes are filled. The Mentorship is deemed complete.

Toll Free: 1800 115 565

Welcome Nazia

SESSION 1

SESSION 2

Upload upto 5 Documents

UPLOAD DOCUMENT

7.3 Mentorship Summary

MAARG Portal by Startup India

MENTORSHIP ENGAGEMENT SUMMARY

Your Engagement is Closed

MENTORSHIP ID	INDUSTRY	FUNCTION	STAGE	KEYWORDS
M68d473	Analytics	Digital Product Development	Ideation	1. Business Development 2. Business Intelligence

STARTUP

COMPANY: NAZIA TECH SYSTEMS PRIVATE LIMITED
CONTACT: Nazia Islam
STATE: Delhi
CITY: Delhi
EMAIL: nazia.95islam@gmail.com

MENTOR

NAME: Palak Bhatia
COUNTRY: India
STATE: Delhi
CITY: Delhi
EMAIL: palakbhatia19@gmail.com

SEND MESSAGE

Mentorship Overview Session Plan

MENTORSHIP ENGAGEMENT START DATE	ENGAGEMENT DURATION IN WEEKS	ESTIMATED SESSIONS PLANNED PER MONTH
21-12-2022	7	4

Sessions Summary

ENGAGEMENT TASK	STATUS	SESSION INFO	SESSION NOTES
SESSION 1	COMPLETED	DETAILS	SUMMARY
SESSION 2	COMPLETED	DETAILS	SUMMARY

Your Engagement is Closed

ENGAGEMENT STATUS	COMPLETED	VIEW FEEDBACK	ENGAGEMENT NOTES DETAILS

- **Once both Mentor feedback and Engagement notes are filled. The Mentorship is marked as complete and closed.**

- **All Mentorship session notes and documents are available for reference on the Mentorship Engagement Summary page.**

Please contact us for any queries

Email: **dipp-startups@nic.in**
Phone: 1800115565