

# A User Guide for Startups

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## 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](http://www.startupindia.gov.in) first. Same credentials can be used to login on MAARG portal.

The screenshot shows the MAARG Portal login interface. At the top, there is a header with the Government of India logo, the text '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', and 'Toll Free: 1800 115 565'. Below this is the MAARG logo with the tagline 'MENTORSHIP • ADVISORY • ASSISTANCE RESILIENCE • GROWTH' and navigation links: ABOUT, BECOME A MENTOR, GET A MENTOR, COHORT PROGRAMS, FAQs, CONTACT. There are also social media icons for LinkedIn, Twitter, Facebook, YouTube, and a search icon.

The main content area is titled 'MAARG Portal by Startup India LOGIN'. It features a login form with the following elements:

- User Name:** A text input field containing 'nazia.95islam@gmail.com'.
- Password:** A text input field with a masked password '.....' and an eye icon to toggle visibility.
- LOGIN:** A prominent green button.
- Forgot Password?:** A link below the password field.
- Login Via SSO:** A section with social media icons for Google, LinkedIn, Facebook, and Twitter.

To the right of the login form, there is a section titled 'Don't Have Startup India Login Credentials Yet?' with a yellow button labeled 'CREATE AN ACCOUNT'. An orange arrow points from this button to a callout box that says: 'New User: Please click on Create an Account and register with Startup India Portal.'

Three callout boxes on the left side of the login form provide instructions:

- 1. Login with Startup India Registered User Name and Password.** An orange arrow points to the LOGIN button.
- 2. Forgot Password redirects user to Startup India Portal to Change/Reset password** An orange arrow points to the 'Forgot Password?' link.
- 3. SSO login: For SSO login, users Social Media and Startup India User Credentials must be the same.** An orange arrow points to the 'Login Via SSO' section.

The footer contains the #startupindia logo, the email 'dipp-startups@nic.in', and a list of links: ABOUT, BECOME A MENTOR, GET A MENTOR, COHORT PROGRAMS, FAQs, CONTACT. On the right side of the footer, there are two buttons: 'APPLY NOW' and 'REGISTRATION GUIDE BOOK FOR MENTORS'. Social media icons for LinkedIn, Twitter, Facebook, and YouTube are also present at the bottom left.

# 2. The Dashboard



## 2. The Dashboard View

Upon successful Startup Login, the Startup Dashboard is displayed by default

The screenshot displays the MAARG Portal by Startup India MY STARTUP DASHBOARD. At the top, it shows the Government of India logo and the Department for Promotion of Industry and Internal Trade. The user is logged in as Nazia. The dashboard is divided into several sections:

- Startup Info:** Displays the startup logo, name (NAZIA TECH SYSTEMS PRIVATE LIMITED), DPIIT Number (DIPP96610), contact name (Nazia Islam), and city (Delhi). It includes buttons for 'VIEW PROFILE', 'EDIT PROFILE', and 'CREATE A NEW MENTORSHIP REQUIREMENT'.
- Mentorship Requests:** A bar chart showing the total number of requests sent, accepted, and declined by mentors. The data shows 0 requests in total.
- Mentorship Hours:** A bar chart showing the total number of hours scheduled and completed. The data shows 0.00 hours for both.
- Mentorship Sessions:** A bar chart showing the total number of sessions scheduled and completed. The data shows 0 sessions in total.
- Progress in Last Quarter:** A section with five circular gauges for 'CHANGE IN STATE', 'NEW JOBS CREATED', 'REVENUE GENERATED (INR)', 'NEW INVESTMENT RAISED (INR)', and 'AWARDS AND RECOGNITION'. All gauges show 'NA'. Below the gauges is an 'UPLOAD PROGRESS REPORT' button.
- Footer:** Shows 'MY MENTORSHIPS : 0', 'NEW MESSAGES : 0', and 'NEXT PROGRAM : 00'.

- **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.

- **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.

- **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.

# 3. Mentorship








### 3. How to Send Direct Request for Mentorship?

MAARG Portal by Startup India  
STARTUP DASHBOARD: ALL MENTORS LIST

MENTORS TOTAL MENTORS : 123 MY REQUESTS : 11 MY MENTORS : 10

Filter By : Search Mentor Industry Keyword Function Keyword Stage State GO

Total items displayed: 123 < 1 of 13 >

NO.	MENTOR	DESIGNATION	COMPANY	CITY	SEND REQUEST
1	 Abani Jha	Chief Financial Officer & Chief Strategy Officer	upCurve Consumer Technologies Private Limited	Pune	Requested
2	 Abhay Pratap Singh	Founder	Pahal Gram	Raebareli	Ongoing Mentorship
3	 Abhijeet Kshirsagar	Head of Sensors Technologies	voestalpine		<a href="#">Send Request</a>
4	 Abhishek Sharma	Cluster head	Rbl bank	New Delhi	<a href="#">Send Request</a>
5	 Achyut Chandra	Lead - Open Innovation	HCL Technologies Ltd.	Delhi	<a href="#">Send Request</a>

- 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?

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Welcome Nazia

## MAARG Portal by Startup India

# MENTORSHIP REQUIREMENT

REQUEST STATUS
MENTORSHIP REQUIREMENT: 2
MENTOR REQUESTS SENT: 3
REQUESTED: 3
ACCEPTED: 0
DECLINED: 0

CREATE A NEW MENTORSHIP REQUIREMENT
VIEW ALL MENTORS LIST

Filter By: Industry | Keyword | Function | Keyword | Stage | State GO

Total Items Found: 2 < 1 of 1 >

NO.	MENTORSHIP REQUIREMENT ID	REQUIREMENT DATE	MATCH TABLE	REQUEST SENT TO MENTOR	PURPOSE OF REQUEST	MENTOR REQUEST STATUS
1	<a href="#">042e62</a>	20/12/2022 04:27 PM	<a href="#">View</a>	Shyam Sundar R	Looking for mentorship to scale business...	Requested
2	<a href="#">0b7d62</a>	20/12/2022 03:55 PM	<a href="#">View</a>	Palak Bhatia	Looking for mentorship to scale business...	Requested
				Raviraj Jadhav	Looking for mentorship to scale business...	Requested

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

The screenshot shows a web interface for creating a mentorship requirement. The form is titled "MENTORSHIP REQUIREMENT" and includes the following fields:

- Industry (Select 1 Industry) \*
- Industry / Sector - Keywords (Industry/Function Keywords select up to 10) \*
- Function (Select 1 Function) \*
- Function - Keywords (Industry/Function Keywords select up to 10) \*
- Current Stage of the Startup (Select 1 Stage) \*
- State

Below the form is a "Submit" button. The table below shows the results of the requirements:

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

- 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.

### 3.3 How to Send Request to Mentor?

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Welcome Nazia

2. Ideation  
3. Scaling  
4. Validation

CURRENTLY MENTORING STARTUPS  
0

View Profile

Send Request

CURRENTLY MENTORING STARTUPS  
0

CURRENTLY MENTORING STARTUPS  
0

1. Early Traction  
2. Ideation

**PURPOSE OF MENTORSHIP**

Looking for mentorship to scale business

Word Count: 6 / 100

**SEND REQUEST**

**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?

The screenshot displays two mentor profiles side-by-side. The left profile is for Kaushik Bhattacharya with a 60% match, and the right profile is for Gopi Trivedi with a 50% match. Both profiles show their company, designation, location, and a list of filters with blue tick boxes indicating matches. At the bottom of each profile is a 'CURRENTLY MENTORING STARTUPS' counter (0) and buttons for 'View Profile' and 'Send Request'.

**% 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

The screenshot displays the MAARG Portal interface. At the top, it shows the Government of India logo and the Department for Promotion of Industry and Internal Trade. The main header reads "MAARG Portal by Startup India" and "MENTORSHIP ENGAGEMENT SUMMARY".

**MENTORSHIP ENGAGEMENT SUMMARY**

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

**STARTUP INFO:**

COMPANY	CONTACT	STATE	CITY
NAZIA TECH SYSTEMS PRIVATE LIMITED	Nazia Islam	Delhi	Delhi

**MENTOR INFO:**

NAME	COUNTRY	STATE	CITY
Palak Bhatia	India	Delhi	Delhi

Buttons: 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

Button: CONFIRM

**Mentorship Documents**

Upload upto 5 Documents

Button: UPLOAD DOCUMENT

NO.	DOCUMENT NAME	UPLOAD DATE	UPLOADED BY	VIEW
There are no documents uploaded currently. To upload a document <a href="#">Click Here</a>				

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.

Send Messages via the inbuilt Chat features to your Mentors.

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

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

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MAARG Portal by Startup India  
**MENTORSHIPS**

MY MENTORSHIPS ACTIVE: 3 CLOSED: 0

Total Matches Found: 3 < 1 of 1 >

MENTORSHIP ENGAGEMENT SUMMARY

**Raviraj Jadhav**  
MENTOR ID: M8e71b8

Current Mentorships: 1 Mentor Ratings: 0

Request Date: 21/12/2022  
Request Status: ACTIVE

Industry: Analytics  
Function: Digital Product Development  
Stage: Ideation

Total Sessions: 0  
Last Session:  
Next Session:

Status: ACTIVE

Email: jadhavrr@bharatpetroleum.in

Engagement Summary

SEND MESSAGE

View Profile

MENTORSHIP ENGAGEMENT SUMMARY

**Palak Bhatia**  
MENTOR ID: Mf29d85

Current Mentorships: 1 Mentor Ratings: 0

Request Date: 21/12/2022  
Request Status: ACTIVE

Industry: Analytics  
Function: Digital Product Development  
Stage: Ideation

Total Sessions: 0  
Last Session:  
Next Session:

Status: ACTIVE

Email: palakbhatia19@gmail.com

Engagement Summary

SEND MESSAGE

View Profile

MENTORSHIP ENGAGEMENT SUMMARY

**Shyam Sundar R**  
MENTOR ID: M9e1525

Current Mentorships: 1 Mentor Ratings: 0

Request Date: 21/12/2022  
Request Status: ACTIVE

Industry: Analytics  
Function: Digital Product Development  
Stage: Ideation

Total Sessions: 0  
Last Session:  
Next Session:

Status: ACTIVE

Email: mail4shyamsundar@gmail.com

Engagement Summary

SEND MESSAGE

View Profile

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

[MAARG Session Link](#)

All Chats and Video Discussions may be recorded for quality purposes

4 SESSION GOALS (Atleast One)\*

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

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.

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

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.

# 6.1 View Session Details

The screenshot displays the MAARG platform interface. At the top, a 'SESSION DETAILS' pop-up window is open, showing session information. Below it, the 'Mentorship Overview Session Plan' section includes fields for 'MENTORSHIP ENGAGEMENT START DATE' (21-12-2022), 'ENGAGEMENT DURATION IN WEEKS' (7), and 'ESTIMATED SESSIONS PLANNED PER MONTH' (4), with a 'CONFIRM' button. The 'Sessions Summary' section features a table with columns for 'ENGAGEMENT TASK', 'STATUS', 'SESSION INFO', and 'SESSION NOTES'. A 'SCHEDULE SESSION' button is visible in the bottom right of the summary section.

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

Below the table, there is a note: "To Complete the Mentorship Engagement please give feedback and provide your remarks in Engagement Notes". At the bottom, there is an 'ENGAGEMENT STATUS' field set to 'ONGOING', with 'GIVE FEEDBACK' and 'ENGAGEMENT NOTES' buttons.

**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

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

**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 2	
SESSION STATUS	COMPLETED	SESSION STATUS	COMPLETED
SESSION DATE	21-12-2022	SESSION DATE	21-12-2022
SESSION FORMAT	ON MAARG PLATFORM	SESSION FORMAT	ON MAARG PLATFORM
SESSION DETAILS	<a href="#">View Details</a>	SESSION DETAILS	<a href="#">View Details</a>
SESSION HOURS	1	SESSION HOURS	1.5
SESSION RATING BY STARTUP	5	SESSION RATING BY STARTUP	NA
SESSION NOTES	<a href="#">View Summary</a>	SESSION NOTES	<a href="#">View Summary</a>



**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   ▾	<span style="background-color: #00a6c9; color: white; padding: 5px 10px;">GIVE FEEDBACK</span>	<span style="background-color: #00a6c9; color: white; padding: 5px 10px;">ENGAGEMENT NOTES</span>
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**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

The screenshot displays the MAARG Mentor Feedback interface. At the top, the title "MENTOR FEEDBACK" is centered. Below it, four categories are listed, each with a 5-star rating:

- 1 OVERALL MENTOR RATING\* ★★★★★
- 2 MENTOR BEHAVIOUR & PROFESSIONALISM\* ★★★★★
- 3 ADVICE & GUIDANCE\* ★★★★★
- 4 RESPONSIVENESS\* ★★★★★

At the bottom of the form, there are two buttons: "BACK" and "SUBMIT". Below the form, the text "Your Engagement is Closed" is visible. In the background, the MAARG logo and navigation menu are partially visible. A callout box on the right side of the form contains the following text:

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.

An orange arrow points from this callout box to the "SUBMIT" button.

## 7.1 Mentorship Engagement Notes

**ENGAGEMENT NOTES** Close Window X

**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.**



# 7.3 Mentorship Summary

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## 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	<a href="#">DETAILS</a>	<a href="#">SUMMARY</a>
SESSION 2	COMPLETED	<a href="#">DETAILS</a>	<a href="#">SUMMARY</a>

Your Engagement is Closed

ENGAGEMENT STATUS		
COMPLETED	<a href="#">VIEW FEEDBACK</a>	<a href="#">ENGAGEMENT NOTES DETAILS</a>

- 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](mailto:dipp-startups@nic.in)

Phone: 1800115565

