

# Be.Seen Accelerator Programme

## Eligibility criteria

Key parameters for business shortlisting for this program include the following:

1. **Business founder diversity (at least 51% ownership):** Each business should be owned by one of the following categories [Women, Person with Disability, Minority(SC/ST), Transgender]
2. **Business stage:** Revenue-generating or growth stages businesses
3. **Annual Revenue size:** Minimum 80L
4. **Business model:** B2B, B2B2C
5. **Business product/Service areas:**
  - Priority Areas\*: Agriculture, IT, Marketing, Logistics, Packaging, Tea/Coffee, Chemicals, Commodities, Food Ingredients, Palm, Workplace Services, Utilities and Waste, Travel and Fleet, Equipment and MRO, Workforce & Human Resources Services

*\*Longlist of product/service areas are capture in the table below:*

Area	Particulars
<b>Agriculture</b>	Barley
	Wheat
	Tomato
	Spices
	Dairy Producers
<b>Chemicals</b>	Fine Chemicals
	Fragrances and Flavours
	Inorganics
	Petrochemicals
<b>Commodities</b>	Animal Protein
	Liquid Oils
	Soft Commodities - Cocoa and Chocolate
	Soft Commodities - Confectionery and Baked
	Soft Commodities – Dairy
	Soft Commodities - Fruits and Nuts
	Soft Commodities – Sugar
	Starches and Derivative
<b>Food Ingredients</b>	Farmed Ingredients
	Functional & Health Ingredients
	Ingredients

<b>Packaging</b>	Actuators and Valves
	Paper
	Recycling
	Aerosol Cans
	Bottles
	Closures
	Contact Flexibles
	Customer Packaging
	Decoration
	Feedstock Rigid Plastic
	Flexible Packaging
	Folding Cartons, Aseptic Packaging and IC Pots
	Glass
	Market Packaging
	Metal Packaging
	Plastic Assemblies
	Tea Packaging
Tubes	
Tubs and Lids	
<b>Palm</b>	Oleochemicals
	Tropical Oils
<b>Tea</b>	Tea and Coffee
<b>Marketing</b>	Field Sales, Events & Activations
	Point of Sale Materials
	Premiums & Merchandise
	Creative & Digital Agency
	Public Relations
	Advertising Production
	Market Research
<b>IT</b>	Data Services
	Hardware
	IT Consulting
	Software
	Telecommunications
<b>Workplace Services</b>	Facility Management Services
	Cleaning & Janitorial Services
	Office Supplies & Services
	Work Clothing & Uniforms
<b>Utilities and Waste</b>	Utilities and Waste
<b>Travel and Fleet</b>	Fleet & Company Vehicles
	Travel and Accommodation
<b>Workforce &amp; Human Resources Services</b>	Resourcing/Recruitment
	Temporary Staffing
	Global Mobility & Personnel Relocation
	Insurance
	Legal Services

	Occupational Health
	Training
	Consultancy
<b>Logistics</b>	Warehousing & Pallets
	Goods Transportation & Distribution
	Material Handling Equipment
<b>Equipment &amp; MRO</b>	Process Equipment
	Instrumentation & Process Control
	Utility Equipment
	Site Infrastructure Equipment
	Laboratory Support
	Oils & Lubricants
	Factory Technical & Engineering Services
	Process Flow Components
	Filling & Primary Pack Equipment
	Electrical Equipment
	Civil, Structural & Installation
	End of Line Equipment and Ice Cream Equipment
	Maintenance, Repairs & Operational spares
	CHP & Renewables