

Karnataka Digital  
Economy Mission

# KDEM NEWSLETTER

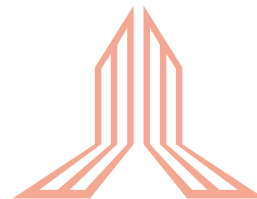
JUNE 2021 - MARCH 2022



**Karnataka Digital Economy Mission**

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## Shri B. V. NAIDU

CHAIRMAN, KDEM

Mr. B V Naidu brings in 30 years of experience as an entrepreneur, mentor and Indian IT growth facilitator. Mr. Naidu has facilitated the growth of the software exports from less than USD 8 million with 13 companies in 1991 to USD 12 billion from more than 1,800 companies in Bangalore by 2007. Apart from StartupXseed he is also an IC member on KITVEN Fund. He is one of the most influential leaders of India.

### MESSAGE FROM CHAIRMAN

The state of Karnataka being a front-runner in untapping the digital dividend with Bengaluru spearheading the start-ups growth, has undertaken many initiatives to meet the goals. One of the key goals of the State is to achieve USD 300 billion digital economy in the next five years.

The initiatives like Beyond Bengaluru will further provide direction to meet the state's aspirations by reaching to all the tier 2 & 3 cities of the state and optimizing the talent and digital capital (start-ups and entrepreneurial talent).

In the coming financial year, Karnataka Digital Economy Mission will have a greater role to play in each of these clusters, as an enabler towards achieving the aspirational targets set for the state of Karnataka. I am delighted to share the annual report of FY 2021-22 that highlights on the activities performed by KDEM.

## Mr. SANJEEV GUPTA

CEO, KDEM



Mr. Sanjeev Gupta has more than 25 years of vast experience working with Government, Corporate and Not for profit organizations.

He has led many large initiatives like setting up a cadre, designing national health program like NRHM & RCH Ph II, setting up policy think tank – like NHSRC.

He has worked with corporates like IBM and was MD of Accenture handling India & South Asia business covering consulting, technology, operations and digital for Health and Public Service.

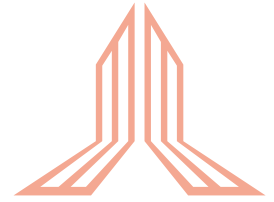
### MESSAGE FROM CEO

In the wake of the new normal induced by the pandemic, wherein MNCs and GCCs are recalibrating their working formats by setting up offices in tier 2 & 3 cities, Digital Economy is projected to grow at a transformational pace. Karnataka Digital Economy Mission has been tapping on this pulse through its diverse network of stakeholders that includes industry anchors, universities/institutions, start-ups, companies, accelerators, incubators, college students, program partners, infrastructure providers, and state institutions.

Our main objective has been to be an enabler to the organic growth happening in the cities and catalyze it by provisioning a facilitative ecosystem to it. Particularly, initiatives to the likes of Beyond Bengaluru are expected to be a harbinger of ushering the dividend of the talent pool and work-life balance the tier 2 & 3 cities offer. With this agenda, KDEM has been proactively pitching to the investors and start-ups for expanding into these clusters.



# KARNATAKA DIGITAL ECONOMY MISSION



Government of Karnataka has established Karnataka Digital Economy Mission (KDEM), a Section 8 company to function as the knowledge bridge between the Government of Karnataka (GoK) and industry with a view of accelerating the growth and investments of the IT, BT and S&T sectors in Karnataka.

## OBJECTIVES OF KDEM

- Promote and support digital industry growth and investments.
- Bridge between industry and the government for promoting the technology industry.
- Build global linkages with structured programs.
- Investment promotion for technology industry.
- Policy initiatives relevant for facilitating further investments.
- Technology-sector specific investment reports.
- Build the brand equity of the state.

## STAKEHOLDERS

Steering towards getting investments and generating employment in the State, KDEM works with a community of stakeholders including industry leaders, government agencies, academia and entrepreneurs.

## VISION OF KDEM

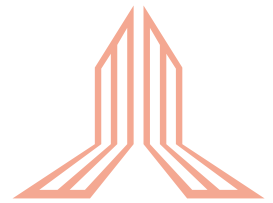
KDEM's vision is to develop select identified clusters in the state by developing a product and facilitating an entire ecosystem around it.

*"Karnataka Digital Economy Mission KDEM expects to build a ~USD 1 trillion economy by 2030 & create 5 million skilled jobs and 5 million semi skilled jobs in this new digital economy - the thrust is beyond Bengaluru - Mysuru, Mangaluru, Hubballi, Belgavi & Gulbarga with each becoming a digital hub"*

**- Kiran Mazumdar Shaw**



# LAUNCH OF HUBBALLI, MYSURU & MANGALURU CLUSTERS



**HUBBALLI CLUSTER**  
Launch of the Hubballi cluster on 13th July 2021.



**MYSURU CLUSTER**  
The advisory board members for the Karnataka Digital Economy Mission (KDEM) **Mysuru Cluster**, launched the Mysuru cluster on the 17th of July 2021.



**MANGALURU CLUSTER**  
Launch of the Mangaluru cluster on 19th June 2021.

## PRE - BTS EVENTS



Impact & Innovation  
@ Hubballi



The Big Tech Show  
@ Mysuru

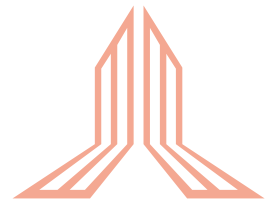


Mangaluru  
Technovanza

## ASSOCHAM SMARTEC EVENT - 2021

KDEM has been part of the ASSOCHAM Smartec - 2021 event, focusing on the 15 key verticals in this event across different sectors including prominent ones such as Industry 4.0, Aerospace & Defence, Smart Mobility to name a few, spread across multiple sessions providing valuable insights by industry experienced speakers both domestically and internationally to provide a suitable platform for smart technologies.





- ▶ TiE Bangalore
  - ▶ TiE Huballi
  - ▶ FUEL
  - ▶ Bherunda Foundation
  - ▶ ISAC
  - ▶ VMWare (Implementing partner KDEM)
- ▶ Sahyadri College of Engineering & Management
  - ▶ Centre for Entrepreneurship Opportunities and Learning (CEOL)
  - ▶ International Financial Services Centres Authority (IFSCA)
  - ▶ Sapientry Private Limited
  - ▶ Gigvistas
  - ▶ MRG group
- ▶ Infosys (200-seater operation capacity with plug and play feature)
  - ▶ VTU Inec
  - ▶ Talencia Global
  - ▶ AWS Academy
  - ▶ Infosys Springboard
  - ▶ IFSCA

## INNOVATION AND STARTUPS VERTICAL

### LIST OF MAJOR EVENTS

#### ENABLEMENT OF KARNATAKA INNOVATION AUTHORITY

Enablement of Karnataka Innovation Authority - identifying and onboarding sandbox regulators in progress.

#### KARNATAKA STARTUP CHAMPIONS

Driving the biweekly DD Chandana program titled "Karnataka Startup Champions"

#### STARTUP KARNATAKA RANKING

3 events with TiE Bengaluru pertaining to Startup Karnataka Ranking exercise

#### FACILITATION OF COE'S

Facilitation of COEs in updating the COE Dashboard

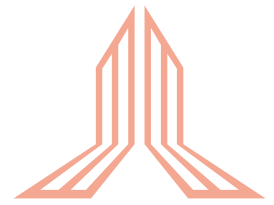
#### FINTECH TASK FORCE

Part of Fintech task force for Karnataka



# DID YOU KNOW?

- Karnataka is number one in DPIIT ranking as on the year 2020 in the India Innovation Index (Niti Aayog).
- Karnataka stands 23rd among the top 30 in startup ecosystem (Startup Genome).
- Of the 85 unicorns in India, 34 are based in Bengaluru.



## BEYOND BENGALURU VERTICAL

### LIST OF MAJOR EVENTS

#### BEYOND BENGALURU STARTUP GRID

Beyond Bengaluru Startup Grid: More than 300 startups connected to the startup grid and facilitated for the registration process on the startup portal, facilitating their entrepreneurial journey.

#### POLICY TALKS CONNECTING STARTUPS

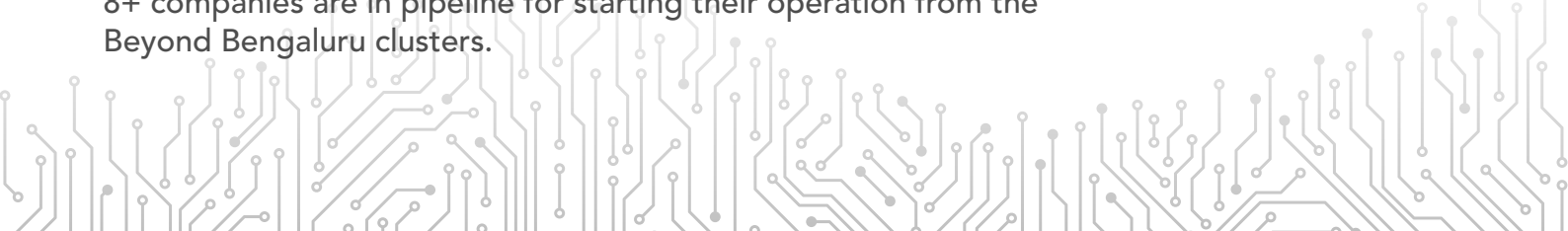
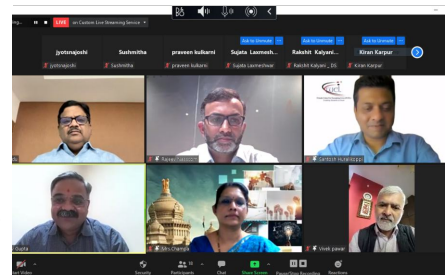
Policy talks connecting 2,000+ startups conducted successfully for each of the three Beyond Bengaluru clusters.

#### INVESTOR CONNECT EVENTS IN 3 CLUSTERS OF BEYOND BENGALURU

In a first of its kind, structured investor connect events across the three Beyond Bengaluru clusters of Hubballi (Oct 5), Mysuru (Oct 25), Mangaluru (Oct 29) and Belgavi (Jan 5) connecting 5,000+ delegates, 125+ speakers (Who's Who from the industry), and 13+ MoUs conducted towards various panels pertaining to the Digital Economy (FinTech/ESDM/ Cyber Security/ AI) and road-mapping strategy for Beyond Bengaluru.

#### INVESTMENT PITCH FOR SETTING OPERATIONS BEYOND BENGALURU

Within 9 months of being operational, pitch made to 30+ companies for setting operations in Beyond Bengaluru clusters. Of this, 11 companies have already started their operations, with some quick successes including IBM (employment 250) & Glowtouch (employment 300) setting up their Global Delivery Center in Mysuru; companies like I-Merit (employment 150) being grounded for its operations in Hubballi. Employment for 2,500+ people has been created. Additionally, 8+ companies are in pipeline for starting their operation from the Beyond Bengaluru clusters.





## **KNOWLEDGE DISSEMINATION SERIES**

Knowledge Dissemination Series: Cyber Security conference conducted for Mysuru cluster with speaker representation from RAW, Tel-Aviv University, industry leaders from companies like Deloitte, entrepreneurs in the cyber security space and so on; the participation in the event was more than 400 people.

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## **LAUNCH OF 2 EMC CLUSTERS**

Launch of 2 EMC clusters in Mysuru & Hubballi (230 acres each). Out of 230 acres, Lol received from 7 companies worth 90 acres for Mysuru and 11 Lols received for Hubballi, for a total of 70 acres.

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## **INVESTMENT OF TECHHERN BATTERIES PVT. LTD.**

### **WORTH INR 1,000 CRORES+ IN MYSURU**

Facilitated the investment of Techhern Batteries Pvt. Ltd. Worth INR 1,000 crores+ in Mysuru for setting up Li Ion battery plant employing about 400+ people.

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## **RELAUNCH MYSURU**

Conducted Relaunch Mysuru event.

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## **OTHER INVESTMENT PITCHES**

Investment Pitches: Glowtouch, IBM for Mysuru cluster; I-Merit, Dhionics for Hubballi cluster.

## **LIST OF MAJOR INITIATIVES**

### **CREATION OF DATABASE FOR 3 CLUSTERS**

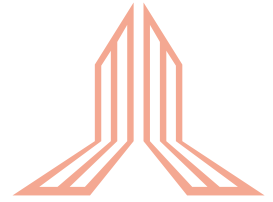
Database on available spaces for each of the 3 clusters created, identifying space pool of 10,000 seater operations for Mysuru; 10,000 seater operations for Hubballi and 10,000 seater operations for Mangaluru (upcoming facilities).

## **UPCOMING KNOWLEDGE REPORTS**

- 📍 Leveraging a Trillion Dollar Digital Economy of India by 2025
- 📍 Cyber Security – Trends & Emerging Centres in India
- 📍 Agritech- Trends & Emerging Centers
- 📍 Fintech Report
- 📍 Edutech Report



# DID YOU KNOW?



- KDEM has piloted the Beyond Bengaluru initiative with Mysuru, Mangaluru and Hubballi clusters and 3 more are on the way.
- It is estimated that by the year 2030, the cities Beyond Bengaluru would be contributing USD 10 billion towards the IT industry, having employment potential of 10,00,000 people and establishment of 10,000 startups.
- Some quick results with companies of the like of IBM (employment 250) & Glowtouch (employment 300) setting up their Global Delivery Center in Mysuru; companies like I-Merit (employment 150) being grounded for its operations in Hubballi. Within the first 9 months, 15 companies have started their operations from the Beyond Bengaluru clusters creating employment for 10,000+ employees.
- The Beyond Bengaluru cluster seed fund for Startups will be established in Mysuru, Mangaluru and Hubballi on the lines of cluster managed by KDEM at an expenditure of INR 20 crores and INR 12 crores will be provided for the project in the current year.
- The cities Beyond Bengaluru are foreseeing greater investment opportunities and employment potential.

## TALENT ACCELERATOR VERTICAL

### LIST OF MAJOR EVENTS

#### FUTURE DIGITAL JOBS

Launched #FutureDigitalJobs @ Mysuru, Hubballi, Mangaluru, Kalaburagi & Belgavi with total 2,000+ job opportunities.

#### FUTURE CYBER LANCERS

Launched #FutureCyberLancers @ Mysuru

#### ONBOARDING OF PLATFORMS

Onboarding of platforms including AWS Academy, VMWare Taara & Infosys Springboard.

#### SYNERGY EVENT

Synergy – Industry & Academia @ Hubballi

#### LAUNCHING OF PROGRAMS

Launching of FutureDigitalSkills, #FutureVLSISkills, #FutureAVGCskills & #FutureCyberlancers program on the platform.

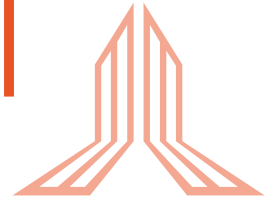
#### REPORT ON GIG WORKERS

Study on "Job demand estimation for Gig workers".





# TALENT ACCELERATOR VERTICAL



## LAUNCHING OF PROGRAMS

- Launched Women at work (W@W) at Vikasa Soudha on International Women's Day (8th March 2022) Building W@W under KSDC Portal
- Initiated activities in all 9 sections of Navasutra strategy for state of Karnataka
- Activated 15 Startups in Bay area for startup Silicon Valley bridge
- KSDC Mega Job Fairs completed at Belagavi, Mangaluru and Kalaburagi
- Synergy industry and academia connect - Mangaluru
- Synergy industry and academia connect - Mysuru

## DID YOU KNOW?

- KSDC is helping KDEM with initiatives including skill connect, industry connect for demand driven training and skills on wheels.

# GCC VERTICAL

## LIST OF MAJOR EVENTS

### GCC CONCLAVE

Meeting with Dept. of Electronics, IT, Bt and S&T, KDEM, NASSCOM and GCC leaders to showcase policy benefits announced by GoK, success stories of companies grounding in Beyond Bengaluru clusters and have an interactive Q&A session with industry. The conclave will have 35-40 GCC leaders across India.

Tentative: 2nd / 3rd week of March 2022

## LIST OF KNOWLEDGE REPORTS

- Mysuru Product Pack
- Mangaluru Product Pack

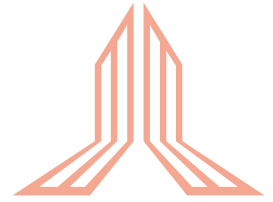
## UPCOMING KNOWLEDGE REPORTS

- GCCs in India - Karnataka vs India
- AI & Data Science Ecosystem in Karnataka

## DID YOU KNOW?

- 34% of GCC's in India are based in Karnataka
- Karnataka contributes to 40% of India's IT and Electronic exports





## LIST OF MAJOR EVENTS

- 🎯 Discussion on ESDM Skill Development Strategy with IESA & SFAL Representatives
- 🎯 Session on ESDM Policy Promotion
- 🎯 VLSI Design Program
- 🎯 Partners in Progress for ESDM  
Dinner meet collaboration with ESDM companies
- 🎯 2 ESDM Zones in Hubballi & Mysuru
- 🎯 Entered 18 LOI's till date
- 🎯 Proposal for Clean Room Facility at Mysuru



## KDEM ENABLES 18 NEW ESDM COMPANIES TO SET-UP OPERATIONS IN KARNATAKA

- Creates 15,000 new jobs across the state.
- Government of Karnataka (GoK) and KDEM to set-up an ESDM Task Group under the chairmanship of Shri Jitendra Chaddah, Country Manager, Global Supply Chain, Intel India.
- Over 50 Global & Indian ESDM Industry Leaders converge to support KDEM's goal of consolidating Karnataka's position in the global ESDM space.
- KDEM in association with IESA and IIIT-B launches VLSI Design Skills, a platform that will bolster skill availability in the sector.

*Thank You*



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