



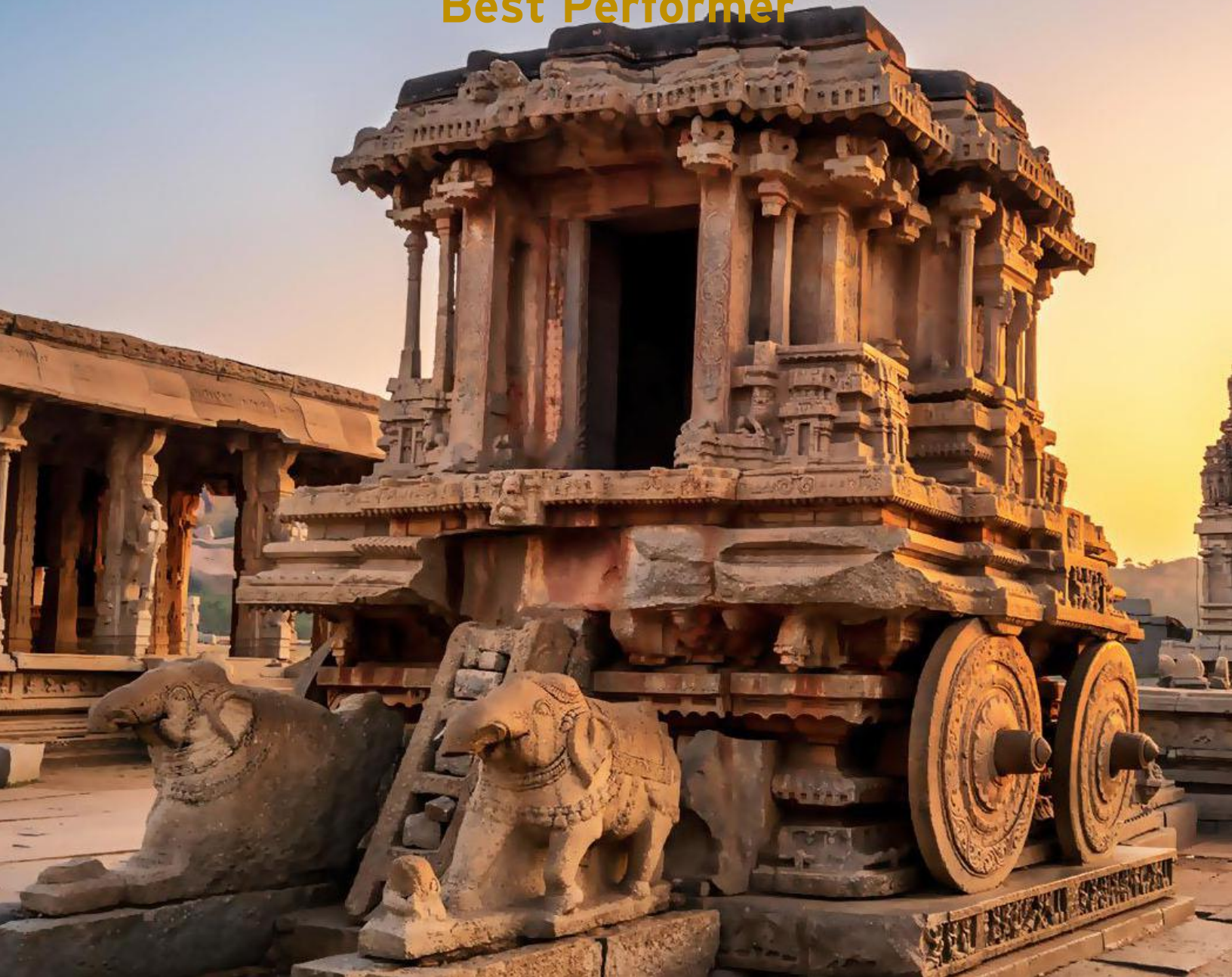
Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

#startupindia

# STATES' STARTUP RANKING 2021

## KARNATAKA

Best Performer







## Table of Contents

<b>States' Startup Ranking 2021 Results .....</b>	<b>4</b>
<b>Karnataka Startup Ecosystem .....</b>	<b>6</b>
1.1 Introduction.....	5
1.2 Highlights of Karnataka Startup Ecosystem .....	7
<b>Reform Area Wise Assessment .....</b>	<b>9</b>
2.1 Institutional Support .....	8
2.2 Fostering Innovation and Entrepreneurship.....	12
2.3 Access to Market .....	15
2.4 Incubation Support .....	18
2.5 Funding Support .....	21
2.6 Mentorship Support .....	23
2.7 Capacity Building of Enablers .....	25





# States' Startup Ranking 2021 Results

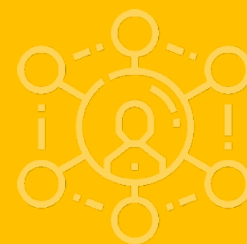


Karnataka has participated in all 26 Action Points of the Startup Ranking Framework 2020. The status of Karnataka's performance in each of the Reform Area has been graphically represented below. Data presented is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs. For example, if Karnataka has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.



**Karnataka** has been evaluated across seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. The State has shown remarkable performance through 'Institutional Support', 'Fostering Innovation and Entrepreneurship', 'Funding Support' and 'Capacity Building of Enablers'. The range of impact generated through 'Access to Market' and 'Incubation Support' is also commendable. Detailed analysis with insights into the initiatives taken by the State to promote its startup

\*The evaluation has been done on submissions made by States/UTs and data available with Startup India, DPIIT.



# Karnataka Startup Ecosystem

## 1.1 Introduction

Karnataka has a formidable industrial ecosystem hosting startups from various sectors. Through sustained leadership, the State has driven the IT economy and created a conducive R&D ecosystem (refer to Figure A for key achievements of the Karnataka startup ecosystem). The existing policy framework of Karnataka catering to sectors such as IT, ITeS, Innovation, Electronics System Design and Manufacturing (ESDM), and Animation, Visual Effects, Gaming, and Comics (AVGC) industries emphasizes promoting startups and providing the necessary impetus to tech-entrepreneurship.

Karnataka is the first state to launch an Engineering Research and Development Policy to attract sector-intensive investments in the State. The Karnataka Startup Policy 2015-2020 has been designed to create a world-class startup ecosystem in the State through strategic investment and policy interventions, leveraging the robust innovation climate in the State (refer to Figure B for pillars of Karnataka Startup Policy).

Figure A: Achievements of Karnataka startup ecosystem

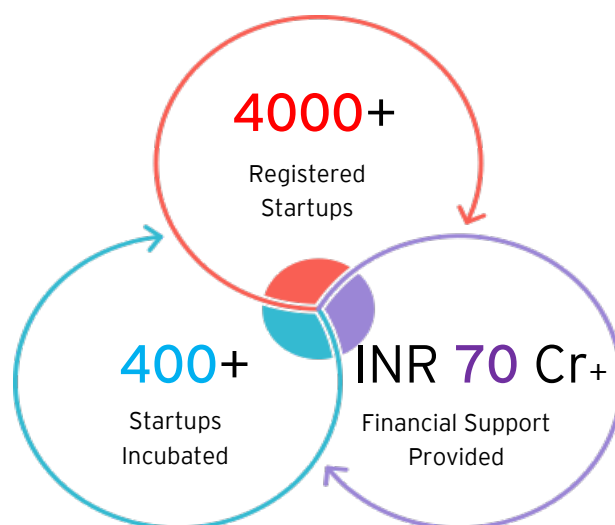
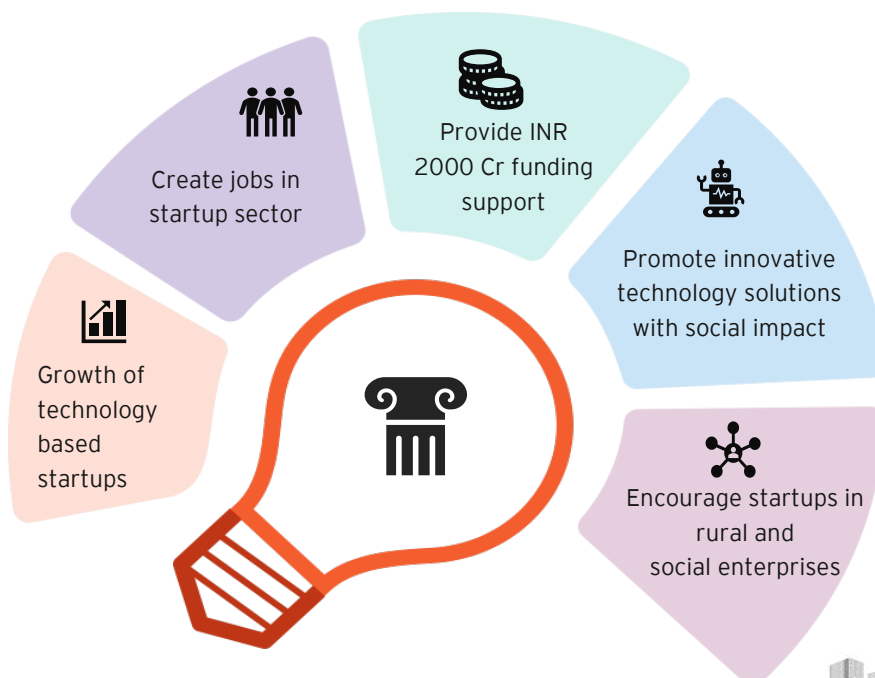
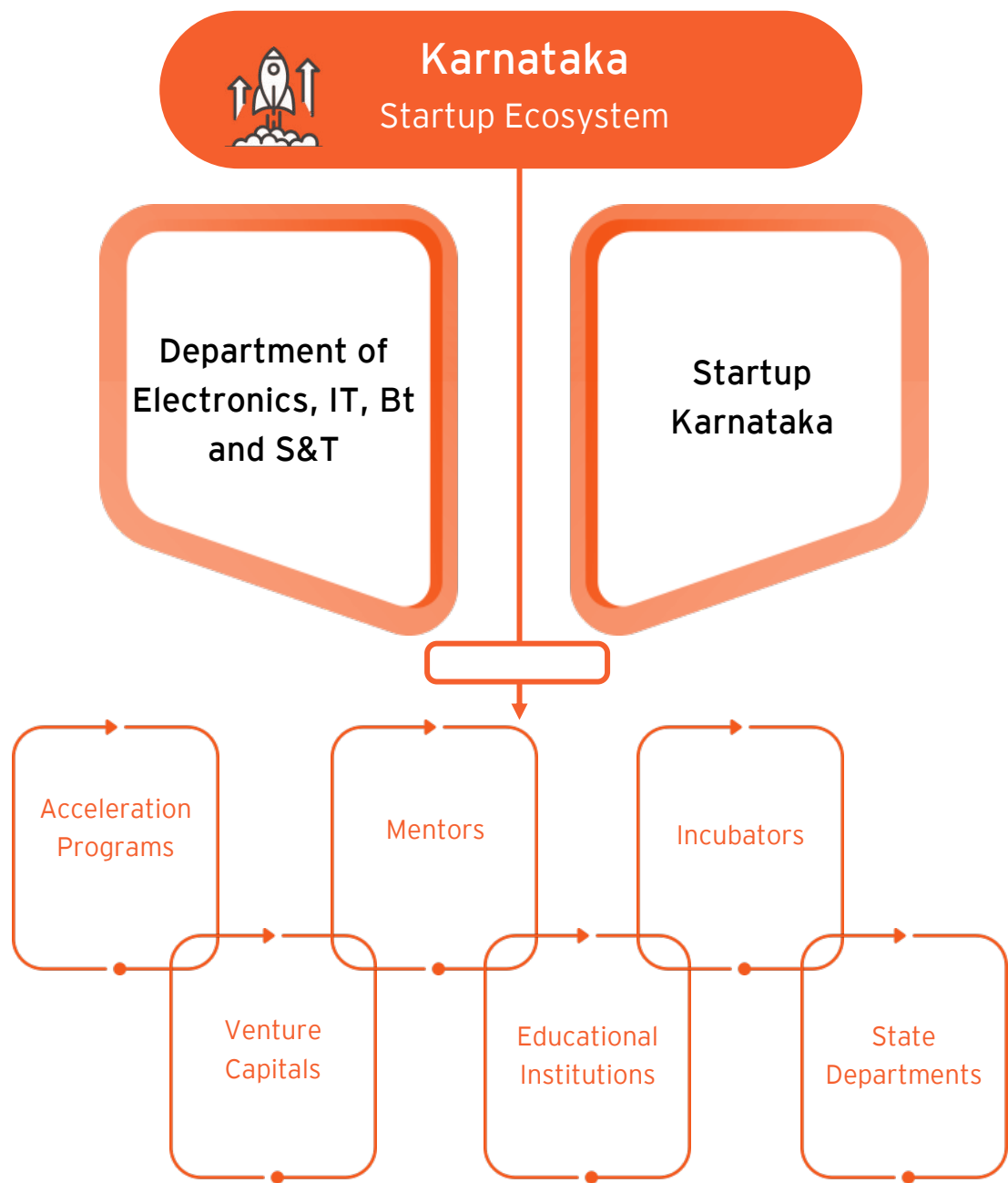


Figure B: Pillars Of Karnataka Startup Policy 2015-2020



The Nodal Department for the startups in Karnataka is the Department of Electronics, Information Technology, Biotechnology, and Science &Technology (refer to Figure C for the key stakeholders of the Karnataka Startup Ecosystem).

Figure C: Flowchart of Karnataka Startup ecosystem



## 1.2 Highlights of Karnataka Startup Ecosystem

The Government of Karnataka has undertaken several initiatives to boost more than 4000 registered startups in the State (refer to Figure D for the highlights of the Karnataka Startup Ecosystem).

Figure D: Highlights of Karnataka Startup Ecosystem



### Women Entrepreneurship Edge (WE Edge)



EDGE is a 12-week idea acceleration program for budding entrepreneurs to learn invaluable and critical skills to establish an effective business model canvas for their startup.

WE EDGE aims to support early-stage women entrepreneurs to create sustainable ventures by prioritizing customer discovery and problem validation in market

### Karnataka Innovation Society

The Society provides an enabling framework for the creation of regulatory sandboxes in the State. It enables startups to get exemptions from State and municipal laws which might impede their innovations for a limited and defined test period.

Karnataka has obtained the distinction of establishing the first non-sector specific regulatory sandbox in the world



### Innovation Labs Programme

As part of Engineering Research and Development Policy, this program seeks to setup corporate-led **Engineering R&D incubators and accelerators**, as standalone units by Government Certificate of Competency (GCC) and Electronic Stability Programs (ESPs). The Government of Karnataka is to provide funding equivalent to **33% of the costs**, up to **INR 8 crores per entity** for the establishment of innovation labs beyond Bengaluru Urban District

### Startup Genome - Government of Karnataka Collaboration

Startup Genome and the Government of Karnataka have launched a collaboration to further accelerate growth in Karnataka's startup ecosystem.

Both entities are to collaborate with industry, academia, incubators, accelerators, and corporates to promote the startup ecosystem in Karnataka





# Reform Area Wise Assessment



## 2.1 Institutional Support

Institutional Support focuses on the execution and facilitation of the State/UT's startup policy through a comprehensive portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on the access to information for startups on the State-supported initiatives. It analyzes whether a particular State/UT has a functional startup portal offering single window solutions for all startup ecosystem stakeholders. A holistic startup portal offers services ranging from startup registration to an efficient grievance redressal mechanism in making information accessible and inclusive through the functionality of local languages. A special focus has been drawn towards women-led startups with specially tailored incentives and schemes to ensure equitable implementation. The Reform Area also emphasizes on institutionalized support provided to the startups from various State/UT Government departments.



### 2.1.1 Key Initiatives

Startup Karnataka (<https://www.missionstartupkarnataka.org/>) is the official website for information on startups in the State (refer to Figure F).

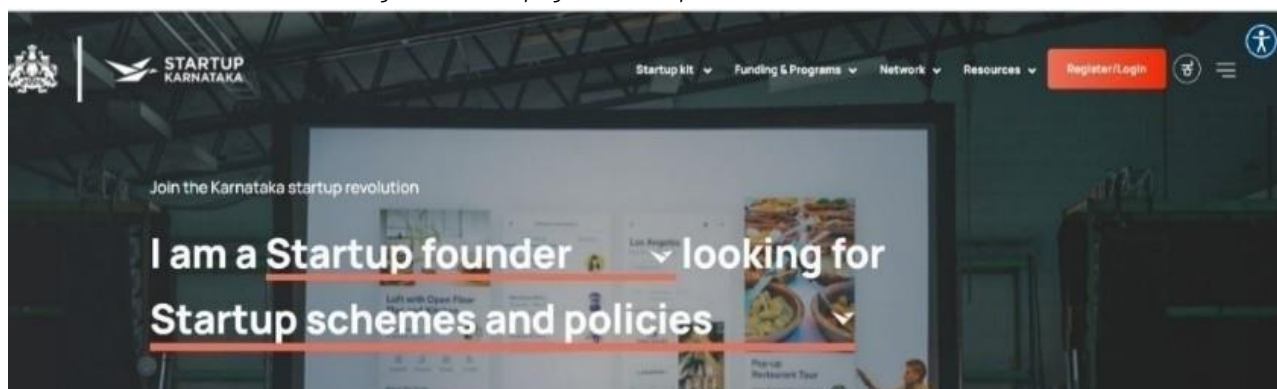
Figure E: QR Code for Startup Karnataka portal



Karnataka Startup Policy 2015-2020 promotes entrepreneurship through a culture of innovation across sectors through fiscal as well as non-fiscal incentives.

Department of Electronics Information Technology, Biotechnology and Science & Technology, Government of Karnataka is the nodal department.

Figure F: Homepage of Startup Portal of Karnataka<sup>1</sup>



<sup>1</sup>"Homepage", Startup Karnataka website, <https://www.missionstartupkarnataka.org/> accessed 06 March 2022

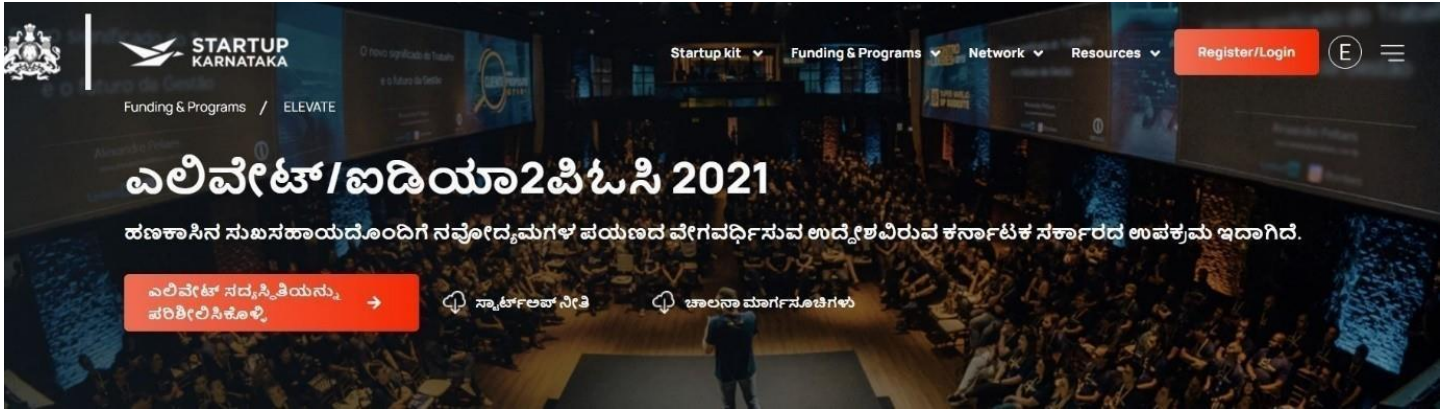
## Startup Karnataka, a comprehensive startup portal, includes information such as:

1. State Startup Policy
2. Information on Nodal Department and team
3. Dedicated helpline for startups
4. Startup Registration with API integration with Startup India Hub
5. State-level approvals and Clearances
6. List of Incubators and procedures to connect
7. List of Mentors and procedures to connect with mentors
8. Detailed support on - Public Procurement, Funding, New/Amended Rules/Regulation
9. Details on Departments providing Institutional Support to startups



**Startup Karnataka** the State startup portal can be translated into two different languages i.e., English and Kannada (refer to Figure G).

Figure G: Homepage of Startup Portal of Karnataka in Kannada<sup>1</sup>



**Startup Karnataka** also provisions a grievance redressal mechanism for startups to raise queries on several options such as incubation support, funding support, public procurement grievances, regulatory issues, any other query or grievance (refer to Figure H).

Figure H: Startup Karnataka website with provision for Grievance Redressal<sup>2</sup>

Realizing the need for sustainable growth of women-led startups and to promote balanced growth in the State, the Government of Karnataka has identified women entrepreneurs and has introduced various schemes for creating an enabling network for them.

As provisioned under Karnataka Startup Policy 2015-2020, the Government provides subsidized incubation to women-led startups through K-Tech Innovation Hub and reserves 10% of seats for women entrepreneurs. Ktech TBI in Manipal (Bio incubator) offers a discount of 25% to women-led startups on incubation service charges.



The Government of Karnataka provides free virtual incubation through the K-tech Innovation Hub with NASSCOM.

More than **250 women entrepreneurs** supported by Startup Karnataka

The Department of Electronics, IT and Biotechnology, Science and Technology, Government of Karnataka in collaboration with **Government e-Marketplace (GeM)** has conducted an awareness and outreach workshop for women entrepreneurs on the GeM procurement portal. The State has also conducted workshops for women entrepreneurs educating them about the opportunities and challenges faced in the entrepreneurial journey.

Figure I: Snapshot of various initiatives undertaken for Women Entrepreneurs



<sup>2</sup>"Grievance Redressal", *Startup Karnataka website*, <https://www.missionstartupkarnataka.org/raise-grievance?en> accessed 06 March 2022



### B-Agriculture Innovation Centre

The Agriculture innovation Centre at University of Agricultural Science, Bangalore aims to nurture and promote innovations in agriculture and entrepreneurship. Fostering cutting edge innovations in agriculture-based sector will lead to job creation and product development resulting in the economic benefits to the farming sector.



## 2.1.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### *Policy Intervention<sup>3</sup>*

- ❖ The State may frame a policy or scheme or amend an existing policy or scheme detailing specific benefits to women-led startups.
- ❖ The State may conduct startup-specific awareness programs and design policies along with Government orders to encourage other departments to provide institutional support to startups.



<sup>3</sup> Policy Intervention - Actions that involve policy-related engagement by the State





## 2.2 Fostering Innovation and Entrepreneurship

Fostering Innovation and Entrepreneurship seeks to encourage the spirit of innovation among aspiring students and rural entrepreneurs. It focuses not only on the assessment of the total number of registered startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support startups in disruptive sectors. This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation through disruption and promotes State-supported technological disruption to help drive innovation.



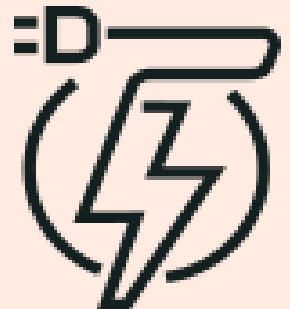
### 2.2.1 Key Initiatives

In the year 2020-21, Karnataka has introduced several policies to extend its support to startups, and to promote startups in multiple sectors. These policies provide fiscal and non-fiscal incentives.

#### Karnataka Electric Bike Taxi Scheme

The Government of Karnataka to ensure affordable first-and last-mile connectivity in Bengaluru and other cities in the State has unveiled the Karnataka Electric Bike Taxi scheme-2021.

The Karnataka Electric Bike Taxi Scheme-2021 will create entrepreneurial opportunities, promote eco-friendly environment, fuel conservation, strengthen public transport and encourage establishing related industries.



#### Karnataka Innovation Authority Act 2020

**Karnataka Innovation Authority Act** has been enacted for the creation of regulatory sandboxes in the State. 'Regulatory Sandboxes' broadly describes a set of conditions under which innovative technologies can be tested through relaxing regulatory requirements, in a controlled testing environment.

**Karnataka Innovation Authority** has announced the setting up of the first regulatory sandbox with a sandbox operator. The regulatory sandbox will be sector agnostic and will accept applications across all domains. The innovating firm will be allowed to experiment and gain exposure to a live market (albeit with limited customers and within a limited time frame), with relaxed regulatory requirements which would be applicable in offering its product.



## Engineering Research and Development (Engineering R&D Policy 2021)

The Government of Karnataka has launched its Engineering R&D (ER&D) Policy 2021, a first-of-its-kind State level policy to foster innovation and address the evolving needs of the changing global tech landscape.

The policy is based on 3 pillars:

- ❖ Attract MNC entities to establish or expand engineering R&D operations in Karnataka
- ❖ Market the engineering R&D advantages of the State to global MNCs
- ❖ Bridging the gap between engineering talent and opportunity

**R&D Infrastructure Program** has been designed to provide a grant for the establishment of testing and prototyping infrastructure which will be available to startups amongst other stakeholders.

The **Engineering R&D Fund** announced in the policy is envisioned to facilitate development of future products, utilizing emerging technologies, e.g., digital health, digital manufacturing, smart agriculture, smart city, smart grid and renewable energy etc.

**Karnataka** has conducted more than **20 boot camps** in HEIs to promote entrepreneurial spirit and support student entrepreneurs. These programs include Entrepreneurship Development Programs (EDP) and bootcamps. The initiative, E-Step, organized by Karnataka Startup Cell, focuses on empowering the students and startups in the State towards entrepreneurship.

Figure J: E-Step Bootcamp conducted by Startup Karnataka

**E-Step** focuses on bootcamps, mentoring and specific Entrepreneurship development programs. The main objectives of this program are:

- ❖ Target budding entrepreneurs across the State
- ❖ Create awareness about Startup Karnataka and Startup India initiatives and incentives
- ❖ Guidance with ideation and pitching
- ❖ Provide mentorship connect



The E-Step EDP Bootcamp was organized as a daylong bootcamp in more than 20 new age innovation network institutions across 14 districts of Karnataka.

More than **8000 students** received support through these programs

Close to **100 startups** with rural impact supported by State

Taking another step forward, the State has identified startups with grassroots or rural impact. Startup Karnataka has conducted workshops and programs to provide incentives to startups with grassroots or rural impact.

### Karnataka Capacity Building Workshop: Rural and Grassroot Innovation

The workshop covered topics such as Internet of Things (IoT) and hardware skills, security aspects including the opportunities arising from the latest Government policy on drones.

The mandate was learning design innovation support mechanisms that are adapted to rural needs. Innovations coming up with products like solar-powered freezers for farmers to zero-electricity water purifiers, have the potential to dramatically impact the way people live in rural areas.

Figure K: Karnataka Capacity Building Workshop: Rural and Grassroot Innovation



## 2.2.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### Policy Intervention

- ❖ The State may further encourage startups with rural impact. This will aid in the encouragement and promotion of an innovative mindset and hence bridging the gap between urban and rural areas.

### Capacity Development<sup>4</sup>

- ❖ Although the State has conducted entrepreneurship development programs and boot camps, it may further conduct hackathons and workshops in Higher Education Institutions on emerging technology.

<sup>4</sup> Capacity Development - Actions that involve support extended by the State to conduct programs and workshops for ecosystem stakeholders



## 2.3 Access to Market

This Reform Area seeks to encourage the State/UT Government to ease participation in the public procurement process for startups and become an enabler in connecting startups with private stakeholders. The States/UTs are evaluated based on the support provided by them to startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in rules for Government work orders. The aim is to steadily increase the number of work orders awarded to startups by helping them be at par with the established players in their respective sectors.



### 2.3.1 Key Initiatives

The Government of Karnataka has ensured 100% relaxations on Prior Experience, Prior Turn Over, and Earnest Money Deposit (EMD) submission to increase participation of startups in public procurement activities.

- ❖ The Karnataka State Electronics Development Corporation Limited (KEONICS) in an order in September 2017 has offered relaxation in the norms for startups in public procurement of goods and/or services.
- ❖ The startups receive a 50% discount on all non-refundable royalties with a 10% preference in public procurement through startups.

The State has conducted programs and workshops to encourage the participation of startups in public procurement activities. Some of these programs are:



**GeM Workshop for  
Women Entrepreneurs**



**Bengaluru Tech Summit  
2019 and 2020**



**Tourism Startup  
Showcase 2020**



**Startup Exhibit Demo  
Day**

## Bengaluru Tech Summit 2019

Figure L: Bengaluru Tech Summit by Department of IT & BT, Government of Karnataka



The State has conducted showcase opportunities for startups. One such program is:

### Corporate Connect by NASSCOM

Ktech Hub is an initiative by NASSCOM and supported by Government of Karnataka to scale up the startup ecosystem in Karnataka. The program's vision is to foster entrepreneurship, build entrepreneurial capabilities at scale and strengthen early-stage support for startups.

Over 7 years, with over 5800 startups graduating from the initiative, more than 3500 events and programs has been conducted. This program has facilitated 500 startup-corporate connects, 400 startups in global ecosystems, and over 150 new product concepts.



Government of Karnataka has provided work orders for public procurement related benefits to more than **60 startups**



More than **INR 10 Crore** worth work order given to startups by the State Government





## 2.3.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### *Handholding Support<sup>5</sup>*

- ❖ The State may take steps to increase the volume of work orders for public procurement awarded to startups to encourage entrepreneurial development in the State.
- ❖ The State may organize annual events where startups could demonstrate their capabilities directly to the Government and subsequently take part in public procurement activities.



<sup>5</sup> Handholding Support - Actions that involve States to improve provisions under access to market, incubation support, mentorship support for startups





## 2.4 Incubation Support

Incubation support is provided in the form of financial and infrastructural support to startups and State-supported incubators. The State/UT Governments have been supporting incubators to set up or upgrade existing facilities through funds and incentives to enhance the incubation infrastructure. This Reform Area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators. The support provided by the State/UT to the incubators through programs and incentives will in turn help startups in scaling up and thereby, contribute to the growth of the State/UT startup ecosystem.



### 2.4.1 Key Initiatives



Titled as common instrumentation facility, **K-Tech Innovation Hub** is a chain of hardware product startup incubators across the State of Karnataka set up by Karnataka Innovation and Technology Society (KITS), under the Department of IT, BT and S&T in partnership with IKP Knowledge Park, Hyderabad. This hub hosts about 70 startup companies and teams. Capacity building workshops, awareness events, bootcamps and networking events are regularly conducted for the benefit of startups, students, working professionals.

#### New Age Incubator Network - NAIN



NAIN is an entrepreneurship development program launched under the Karnataka Startup Policy 2015. It aims to encourage students, research scholars, and alumni to share their ideas to solve chosen problems which are local-centric and to validate, refine and nurture the ideas. The incubator focuses on providing an ecosystem to convert the ideas in proof of concept and upgrade them to a level of commercial value.



Karnataka has a total capacity to incubate more than **1500 startups**

The State has set up more than 5 new incubators in the State which provide:

1. Physical and virtual incubation support (subsidized)
2. Mentorship support by industry experts and domain specialists
3. Entrepreneurship development workshops
4. Regular interactions, seminars, and workshops, with peers and industry leaders
5. Access to market, angel investors and Venture Capitalists
6. Acceleration programs

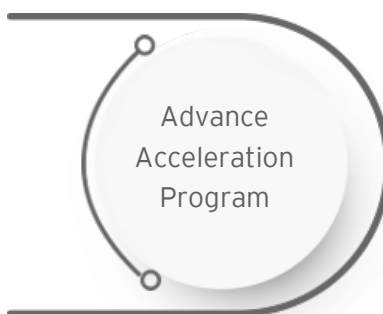


Close to **300 startups** have been incubated in the State

The State has conducted more than **15 acceleration programs** through its K-tech Innovation hubs for strengthening the startup ecosystem in the State. The support extended through these programs included accelerated mentorship, networking events, pitching, industry-led confluences, and conferences.

Close to **150 startups** have received support through these acceleration programs

Few Acceleration programs conducted by the State are as follows:



## K-SAP BIO 50

K-SAP BIO 50 is an integrated, comprehensive 1-year program initiated by the Centre for Cellular and Molecular Platforms (C-CAMP) and supported by the Department of IT, BT and S&T. The objective is to provide necessary impetus to life sciences startups early in their entrepreneurial journey by identifying gaps and helping them to move their ideas forward towards commercialization and increased valuations. Conducted in April 2020, the program brings in cohort of startups developing cutting-edge technology to solve healthcare, agriculture, and environment issues with phenomenal potential for impact.

### K-SAP COVID 19 Response

C-CAMP has taken initiative to set up a platform named C-CAMP COVID 19 Innovations Deployment Accelerator (C-CIDA) with the idea to identify promising startups with deployment ready or near- ready solutions that have a high potential for impact in COVID 19 fightback. C-CIDA has selected 30 startups, called C-CIDA Stars for impact.

## H.A.C.K. 2020



H.A.C.K. is Karnataka's first cyber security accelerator for startups in India. H.A.C.K. acceleration program provided an innovative incubation platform to connect participating startups with the vibrant entrepreneurial ecosystem and marquee mentors from around the world. The program, organised for a duration to 6 months, helps startups to connect with Government bodies, industry or market players.

The program was organised by Cyseck, a Government of Karnataka initiative under Karnataka Innovation and Technology Society (KITS), Department of Information Technology and Biotechnology in June 2020. KITS provides funding and operational support to all activities conducted under H.A.C.K. programme.



### 2.4.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

#### *Handholding Support*

- ❖ The State may enroll more startups in acceleration programs to provide startups with the opportunity to connect with investors, engage in skill development and obtain knowledge support.
- ❖ The State may increase the reach of each workshop as well to leverage the virtual format for holding seminars and discussions. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the country.



## 2.5 Funding Support

All startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either Seed or Venture funds or Fund of Funds for startups. It also focuses on the access to these funds established by the State/UT Government. A special focus has been given to initiatives and programs undertaken for connecting startups with private investors through workshops, networking events, pitching sessions, and investor networking events.



### 2.5.1 Key Initiatives

Karnataka has established various channels of funding to support startups through its Startup Policy 2015. The State has established the following:

- ❖ Seed Fund which is provided as a grant-in-aid named Idea2PoC / Elevate
- ❖ Venture fund named Karnataka Semiconductor Venture Capital Fund (KITVEN / KARSEMVEN), Grand Challenges for Social Impact and three types of incentives, i.e., GST, Intellectual Property and marketing.

#### Idea2PoC

The scheme offers early-stage funding to startups to innovative ideas or concepts which are yet to establish the proof of concept in the real world, up to INR 50 lakh for maximum of 2 years.

The Karnataka Startup Cell organizes events biannually under the Idea2PoC grant-in-aid scheme for offering seed funding grants.

The startup cell calls for proposals twice a year and then undertakes a 2-level screening to shortlist the proposals for final round pitching before Idea2POC Evaluation Committee (IEC).

More than **INR 31 Crore** has been allocated to Idea2PoC grant-in-aid schemes

The Government of Karnataka provides three kinds of incentives that result in funding support to startups.

#### Patent Reimbursement

Reimbursement of cost of filing and prosecution of patent application subject to a limit of INR 2 lakhs per Indian patent and INR 10 lakhs for foreign patents

#### Marketing Incentives

Reimbursements of 30% of the actual costs incurred in international marketing subject to a maximum of INR 5 lakhs per year per company

#### GST Reimbursement

Reimbursement of GST paid by startups whose annual turnover does not exceed INR 50 lakhs for the first three years

More than **200 startups** received funding support worth more than **INR 50 Crore** through State-funded mechanisms

#### Growing Business During Pandemic & Investor Connect

The program was conducted virtually to apprise startups on how to grow and market their business. The program talked about what to consider while pivoting the business to meet the changing landscape of a pandemic world.

It emphasised that during this time of crisis, investors are seeking innovative solutions that can solve real world problems. The program was attended by more than 80 startups and 3 investors.

#### Bio Investors Meet 2021

Bio Investor Meet 2021 is a unique platform for entrepreneurs and investors to explore synergies and forge partnerships. This program promotes startups in the sectors such as health tech, agri tech, med tech, bio tech, food tech.

The program saw a participation of close to 60 startups. Around 25 investors had participated in the session.

More than **15 programs** were conducted by the State to facilitate startup investor connections. The programs saw participation from more than **1600 startups** and close to **70 investors**.



## 2.5.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

#### Digital Infrastructure<sup>6</sup>

- ❖ The State may develop an online mechanism for the disbursement of funds ensuring transparency and easing the process of tracking the transactions.
- ❖ The State Government may maintain an online dashboard by integrating it into the State startup portal containing details of funding sponsored or supported by the Government.

<sup>6</sup> Digital Infrastructure - Actions that involve improvement or enhancement for access to information by the state on the public domain to support startups





## 2.6 Mentorship Support

Mentorship support provided by States/UTs is a crucial factor in the growth of startups that do not have the means and network to find such guidance on their own. Mentors can be from business schools providing support in terms of marketing, finances, product, international expansion, fundraising, legal, etc. They can also be founders of established businesses or academic researchers. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the State's/UT's network of mentors and the time spent by the startups with mentors.



### 2.6.1 Key Initiatives

The Government of Karnataka has ensured that startups from the State are well mentored and get the required guidance of experts from industry and academia, through the K-tech Innovation Hub.

Figure N: Mentorship Support available on the Startup Karnataka website<sup>7</sup>

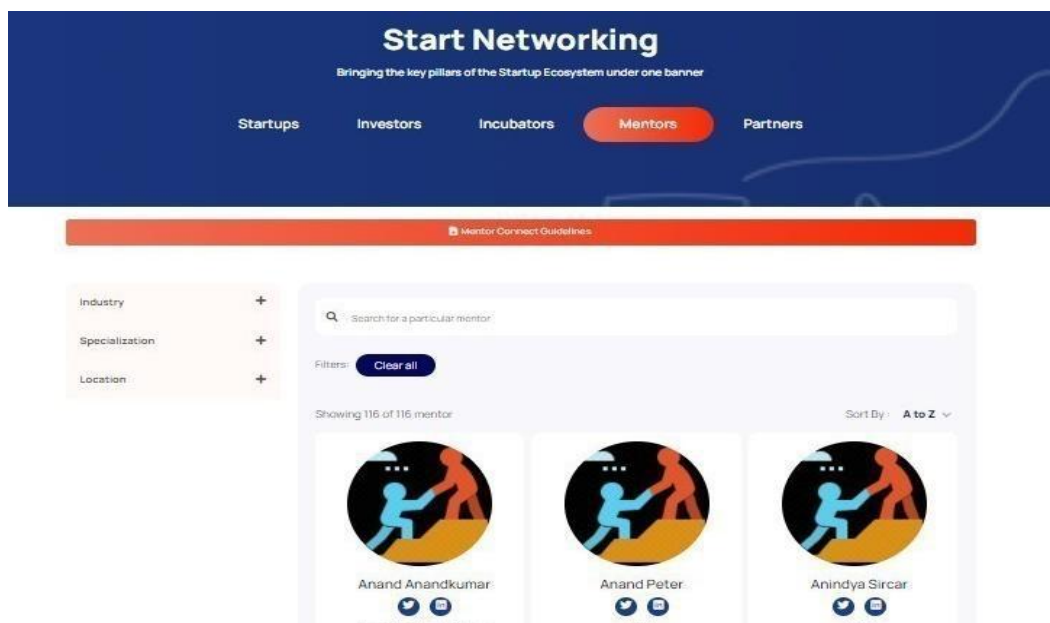


Figure M: QR code for mentorship support on Startup Karnataka



In addition to the programs, startups can avail mentorship through the State startup portal (refer to Figure N). Any startup founder or entrepreneur can request mentorship support by filling in a mentorship request form.

The portal offers mentorship in areas such as sales, operation, strategy and product.

<sup>7</sup>"Mentors" Startup Karnataka website, <https://www.missionstartupkarnataka.org/network/mentor?en> accessed 10 March 2022



More than **45 startups** connected with **35 State-supported mentors**



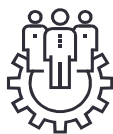
## 2.6.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### *Handholding Support*

- ❖ The State has an established network of mentors in the State. The State may further engage and connect with mentors outside the State, at the national as well as international level.
- ❖ The option for virtual mentorship through video calls could be explored to learn from other national and international experiences.





## 2.7 Capacity Building of Enablers

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives. This Reform Area assesses sensitization workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.



### 2.7.1. Key Initiatives

The Government of Karnataka conducted sensitization workshops on the startup ecosystem of Karnataka called “Know your startup ecosystem” for the officials of Karnataka State Government departments. The objective of this workshop was to sensitize officials on the drivers, challenges, and pillars of the Startup ecosystem in the State, in the country, and around the globe. The workshops included broad themes such as:

- ❖ Policy and regulatory environment and startup ecosystem in India
- ❖ Rise of the startup ecosystem in Karnataka
- ❖ Inspiring innovation and entrepreneurship, the role of the Government of Karnataka
- ❖ Leading practices across the globe
- ❖ Session by Startup India

Each of the workshop sessions was attended by more than 5 different Government departments.

**More than 5  
Sensitization  
workshops** for State  
Government officials  
conducted

More than **300  
Government officials  
sensitised** on the startup  
landscape in the State

#### Know Your Startup Ecosystem (KYSE)

The workshop was conducted by the Department of Electronics, IT & Bt, Government of Karnataka. Conducted in April 2021, the workshop facilitated information about the infrastructure and funding support provided by the Government of Karnataka. The audience was apprised about the K-tech Centres of Excellence, K-tech Hubs, K-tech Technology Business Incubators, K-tech New Age Innovation Networks, and the K-tech Common Instrumentation Facilities. The session also brought up the case of two Karnataka startups that have encouraged the dynamics of the Health space in the country with their innovations.

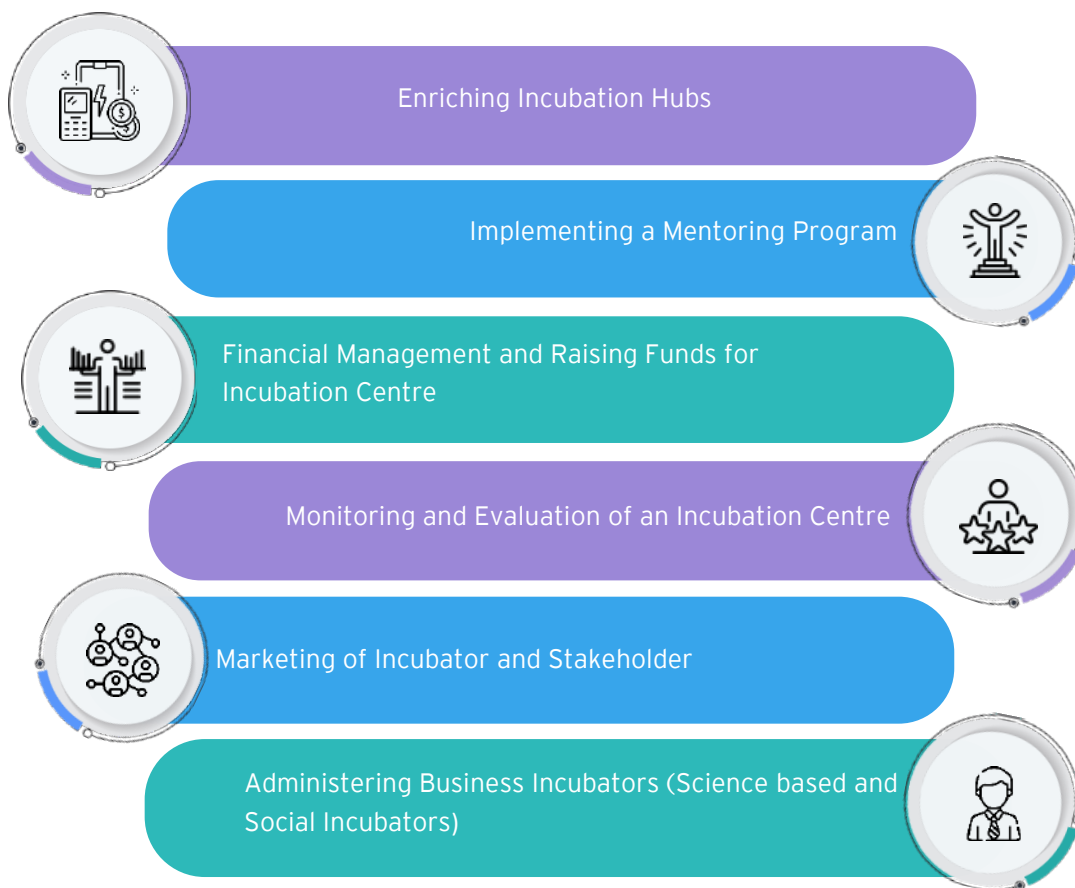
Karnataka has conducted two capacity development workshops for training the State-supported incubators. These are:

**Enriching Incubation Hubs- Workshop for all the State funded incubators**

**Enriching Incubation Hubs in Karnataka - Capacity Development Workshop - II**

The State has trained more than **25 incubators** through multiple capacity development workshops. The workshops had a participation of more than **100 members** from various incubation centres.

**The main topics discussed in these workshops were:**



Karnataka has conducted more than **10 sensitisation workshops** to sanitise family businesses, corporate houses, small entrepreneurs, and other potential investors on the potential of startups.

The State has sensitized more than **400 potential investors** through the workshops and has covered all 31 districts of the State.

### Devote in Startups

The Devote in Startups was designed, implemented and hosted by Department of Electronics, IT, Bt. The session helped the small entrepreneurs, family business and corporates to understand the startup ecosystem in the State and in the country and the larger role of startups in development of the country. The session highlighted key role played by startups in strengthening the economy and building a self-reliant India and helped the audience to understand the basics of angel investment and the benefits associated with it. It encouraged the audience to invest in the startups and provided them the guidance on what all could be considered for investing in a startup. A case study was also discussed with the participants. This workshop was conducted during June-July 2021.



### 2.7.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

#### *Capacity Building*

- ❖ The State may increase the reach of the various workshops in terms of the number of districts covered. With the pandemic offering the opportunity for virtual programs, this route can be explored by the State to reach out to all the districts of the State.





## List of Figures

Figure A: Achievements of Karnataka startup ecosystem.....	5
Figure B: Pillars Of Karnataka Startup Policy 2015-2020 .....	5
Figure C: Flowchart of Karnataka Startup ecosystem .....	6
Figure D: Highlights of Karnataka Startup Ecosystem .....	7
Figure E: QR Code for Startup Karnataka portal.....	8
Figure F: Homepage of Startup Portal of Karnataka .....	8
Figure G: Homepage of Startup Portal of Karnataka in Kannada .....	9
Figure H: Startup Karnataka website with provision for Grievance Redressal .....	9
Figure I: Snapshot of various initiatives undertaken for Women Entrepreneurs .....	10
Figure J: E-step Bootcamp conducted by Startup Karnataka .....	13
Figure K: Karnataka Capacity Building Workshop: Rural and Grassroot Innovation.....	14
Figure L: Bengaluru Tech Summit by Department of IT & BT, Government of Karnataka .....	16
Figure M: Mentorship Support available on Startup Karnataka website .....	23
Figure N: QR code for mentorship support on Startup Karnataka .....	23

## List of Abbreviations

AVGC	Animation, Visual Effects, Gaming, and Comics
C-CAMP	Centre for Cellular and Molecular Platform
C-CIDA	C-CAMP COVID 19 Innovation Deployment Accelerator
CSGT	Central Goods and Services Tax
EDP	Entrepreneurship Development Program
ESDM	Electronics System Design & Manufacturing
ESP	Electronic Stability Program
GCC	Government Certificate of Competency
GST	Goods and Services Tax
HEI	Higher Education Institution
IAMAI	Internet & Mobile Association of India
IT	Information Technology
ITeS	Information Technology Enabled Services
ICT	Information and Communication Technology
IoT	Internet of Things
KEONIC	Karnataka State Electronics Development Corporation Limited
KITS	Karnataka Innovation and Technology Society
KITVEN / KARSEMVEN	Karnataka Semiconductor Venture Capital Fund
MNC	Multinational Corporation
NAIN	New Age Incubation Network
NASSCOM	National Association of Software and Services Companies
R&D	Research & Development
SGST	State Goods and Services Tax
TBI	Technology Business Incubator
QR	Quick Response



# #startupindia

## CONTACT US

[www.startupindia.gov.in](http://www.startupindia.gov.in)

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

1800-115-565

