

KDEM VISION DOCUMENT 2025

MYSURU CLUSTER

Mysuru: India's Heritage Tech City
A Strategic Roadmap to Accelerate
Inclusive Digital Innovation, Investment,
and Industry Growth



Prepared By

Karnataka Digital Economy Mission (KDEM)

In Association With

Mysuru cluster Industry anchors and the Department of Electronics, It, Bt
And S&T, Government of Karnataka

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Mr. BV Naidu

Chairman, KDEM

Mysuru stands at the cusp of a technological revolution, transforming into a key hub for IT, ESDM, and innovation-driven industries. With a robust ecosystem of startups, global capability centers, and academic excellence, Mysuru has the potential to emerge as Karnataka's second Silicon Valley.

At KDEM, we are committed to driving this transformation through strategic interventions, industry partnerships, and policy support. This vision document lays out a clear roadmap for Mysuru's growth, outlining opportunities for businesses, investors, and talent to thrive in this fast-evolving ecosystem.

By fostering a strong Beyond Bengaluru ecosystem, strengthening industry-academia collaborations, and ensuring world-class infrastructure, we are creating an inclusive and dynamic innovation hub. Mysuru's unique blend of technology, culture, and sustainability makes it an ideal destination for businesses looking for their next growth opportunity.

We invite stakeholders from across the globe to be part of this journey and contribute to Mysuru's rise as a premier technology and innovation destination.



Dr. Ekroop Caur, IAS

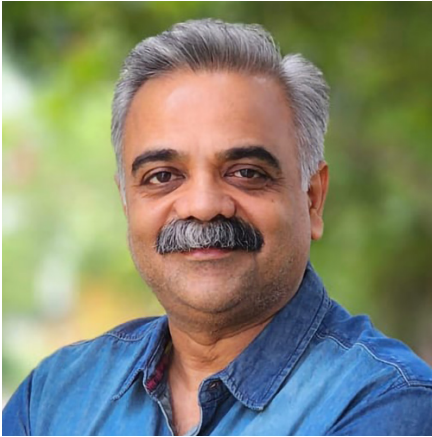
Co-Chairperson, KDEM - Secretary to Government, Department of Electronics, Information Technology, Biotechnology and Science & Technology, Government of Karnataka

Mysuru has a rich legacy of innovation and academic excellence, making it a natural choice for the next phase of Karnataka's digital expansion. With a thriving Beyond Bengaluru initiative, we aim to position Mysuru as a global technology and investment destination, leveraging its strengths in ITeS, Semiconductors, Electronics Components (PCB) and innovation.

The Government of Karnataka remains deeply committed to fostering an enabling ecosystem for businesses and talent in Mysuru. By strengthening infrastructure, digital connectivity, and skill development under upcoming Local Economy Acceleration Program (LEAP), we are ensuring that the city is well-equipped to support large-scale investments and emerging technology sectors.

This vision document highlights the strategic steps needed to accelerate Mysuru's growth into a globally recognized technology cluster, ensuring long-term economic and social impact. We believe that Mysuru has all the key ingredients—talent, policy support, industry presence, and infrastructure—to become the next big technology destination in India.

We look forward to collaborating with industry leaders, investors, and innovators to make this vision a reality.



Sanjeev Kumar Gupta

CEO, KDEM

The Mysuru cluster is rapidly evolving into a high-potential destination for technology, entrepreneurship, and global investments. With a strong foundation of Tech Industry, startups, and academic institutions, Mysuru is poised for large-scale transformation.

At KDEM, we are working closely with industry, academia, and the government to create a holistic, future-ready ecosystem. This document outlines a strategic blueprint to strengthen Mysuru's infrastructure, talent pipeline, and investment attractiveness, ensuring that the city emerges as a competitive global technology hub.

Through collaborations with global investors, venture capital firms, and corporate innovation leaders, we are driving new opportunities for entrepreneurs and enterprises. The emphasis is on building a sustainable talent ecosystem, supporting deep-tech R&D, and ensuring business-friendly policies that encourage both local and international players to set up their base in Mysuru.

Mysuru is not just a city with potential—it is a city ready to lead the next wave of innovation. We welcome stakeholders to join hands with us in shaping Mysuru's future and driving Karnataka's next phase of digital growth.

[Live and Grow in the Happiest City of India - Mysuru](#)



Sudhanva Dhananjaya

Lead Industry Anchor, KDEM Mysuru Cluster & Chairman and Managing Director,
Excelsoft Technologies

Mysuru today stands at an inflection point—poised to emerge as one of India's most vibrant technology and innovation hubs beyond Bengaluru. Rooted in a tradition of excellence in education, culture, and enterprise, the city is now transforming into a nucleus for IT, ESDM, digital services, and knowledge-driven industries.

At Karnataka Digital Economy Mission (KDEM), we envision Mysuru not just as a cluster of businesses, but as a thriving innovation ecosystem where global enterprises, dynamic startups, and homegrown entrepreneurs co-create the future. The strategic collaborations between industry, government, and academia are laying the foundation for Mysuru's journey toward becoming a preferred destination for technology investments and talent.

This vision document outlines a roadmap for scaling Mysuru's digital economy, building on its inherent strengths while introducing strategic interventions to accelerate its growth. From expanding infrastructure and fostering startups to enabling research and upskilling talent, the focus is holistic and future-ready.

As the Lead Industry Anchor for the Mysuru Cluster, I firmly believe that with collective commitment and visionary leadership, Mysuru can become a model for decentralized, sustainable, and inclusive digital growth—not just for Karnataka, but for India.

We invite all stakeholders—entrepreneurs, enterprises, investors, and institutions—to partner with us in this exciting journey of shaping Mysuru into the next global hub for innovation and opportunity

Mysuru Industry Anchors



Cdr. Abhiram Sripathy

Director, Geospoc



Mr. Ajith Pai

MD, Paipal Ventures



Mr. Akshai Mallappa

CEO, rProcess



Dr. Mahesh Rao

CEO, Aashaya Design
Solutions



Mr. Pavan Ranga

CEO & Managing Director,
Rangsons Aerospace



Mr. Ram Kevalur

Board Member & CSO,
Mikro Grafeio



Mr. Ravi Shankar

CEO, Proxelera



Mr. Ramachandra R

Vice President,
Kaynes Technologies



Mr. Raghu Panicker

CEO, Kaynes SemiCon
Technology



Mr. Santosh Gundapi

CEO,
ILJIN Electronics (I) Pvt. Ltd.



Dr. Sadashivegowda

Principal, Vidya Vardhaka
College of Engineering



Mr. Sudhanva Dhananjaya

CEO, Excelsoft Technologies



Mr. Vinayak P Hegde

Mysuru Unit Head, Infosys

KDEM Team



Sanjeev Kumar Gupta
CEO



Chetan Dixit
GM, Strategic Initiative



Gaurav K Punjabi
GM, Events & Marketing



Suvin P N
Lead & Project Manager
Beyond Bengaluru



Sudheer K S
Head - Mysuru cluster



Ajay Krishnan
Vice President- ESDM



Subha Mahata
Vice President - TA



Bharath Chandra B K
Manager – Talent Accelerator



Kumar S
Senior Manager- HR



Vakya Accamma MP
Associate- S&I



Varun M
Associate – IT GCCs



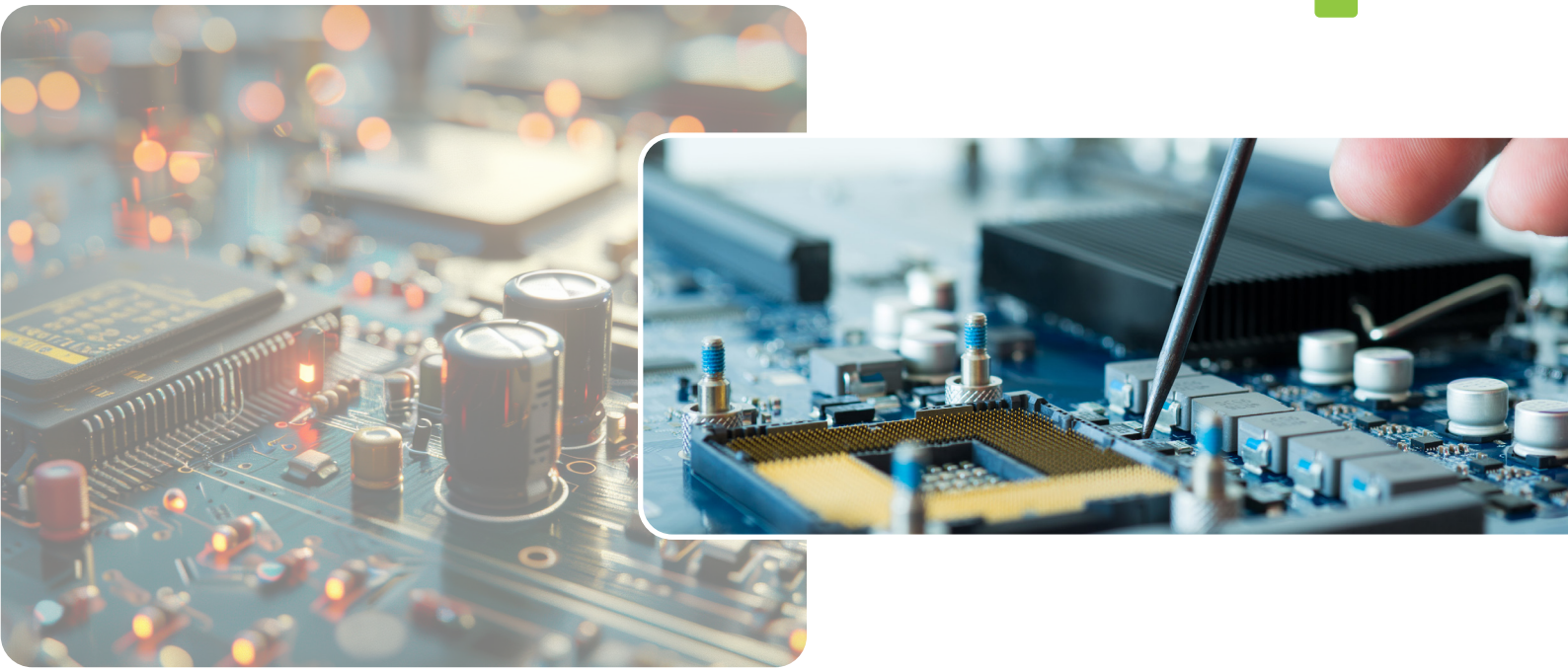
Samartha Shastry
Intern - BB

Cluster Ecosystem – Partners in Progress



Chapter 1

KARNATAKA DIGITAL ECONOMY MISSION



The Karnataka Digital Economy Mission (KDEM) is a Section 8 organization established to act as a knowledge bridge between the Government of Karnataka and the industry ecosystem, aiming to accelerate the growth of the state's IT, BT, and S&T sectors. With a goal of contributing **US\$300 billion** to the prime minister's vision of a **US\$1 trillion digital economy**, KDEM plays a vital role in supporting technology investments, identifying technology opportunities through research, coordinating promotional efforts abroad, providing policy feedback, and developing strategic roadmaps.

CORE OBJECTIVES BY EACH KDEM VERTICAL

1. IT IT-ITES, BPM & GCC

- Attract at least 200 new-age global companies in IT & BPM, ER&D, and software products
- Grow software products revenue by 10X in the next 8 years
- Create an additional 1 million direct and indirect jobs in the next 5 years
- Establish Karnataka as the most favored destination for Engineering and Research and Development
- Support domestic and international outreach and partnership development

2. ESDM

- Support the Investment Promotion Program for ESDM design centers
- Facilitate the implementation of the ESDM Policy
- Develop a plan to establish a “Semiconductor Technology Park”
- Enable the creation of 50+ ESDM product companies

3. Start-up and Innovation

- Support the facilitation of the Start-up Policy
- Support the innovation framework through Centers of Excellence (CoE), Technology Business Incubators (TBIs), New Age Incubation Networks (NAINs), and Common Instrumentation Facilities (CIFs); support industry connect and enterprise connect programs for start-ups.
- Design and implement a Digital Research Hub
- Provide implementation support for the Karnataka Investment Authority (KIA)
- Support ELEVATE companies through effective mentoring and acceleration programs

4. Talent Acceleration

- Accelerate and transform Karnataka into the global hub for talent in new and emerging technologies
- Develop academic-industry partnerships to boost R&D
- Create industry-ready skills programs at various levels
- Mission 2025: Educate and skill 2 million people in new emerging technologies, including job-earning skills

5. Beyond Bengaluru

The Karnataka Digital Economy Mission (KDEM), a section 8 organization, is a unique initiative of the Government of Karnataka and the industry. It functions as the knowledge bridge to become the digital economic accelerator wherein the industry takes the leadership role in determining the strategy for the growth of the digital economy in the state, while the government provides the support mechanism to implement the strategy. This strategy aims to contribute to a \$300 billion digital economy as part of the Hon'ble Prime Minister's vision of a \$1 trillion digital economy.

DESIGN PRINCIPLES OF BEYOND BENGALURU MISSION

- Even growth story all across the state
- Karnataka showcasing the model of each district growth
- Formation of clusters to cover all districts in the state
- State divided into 6 clusters

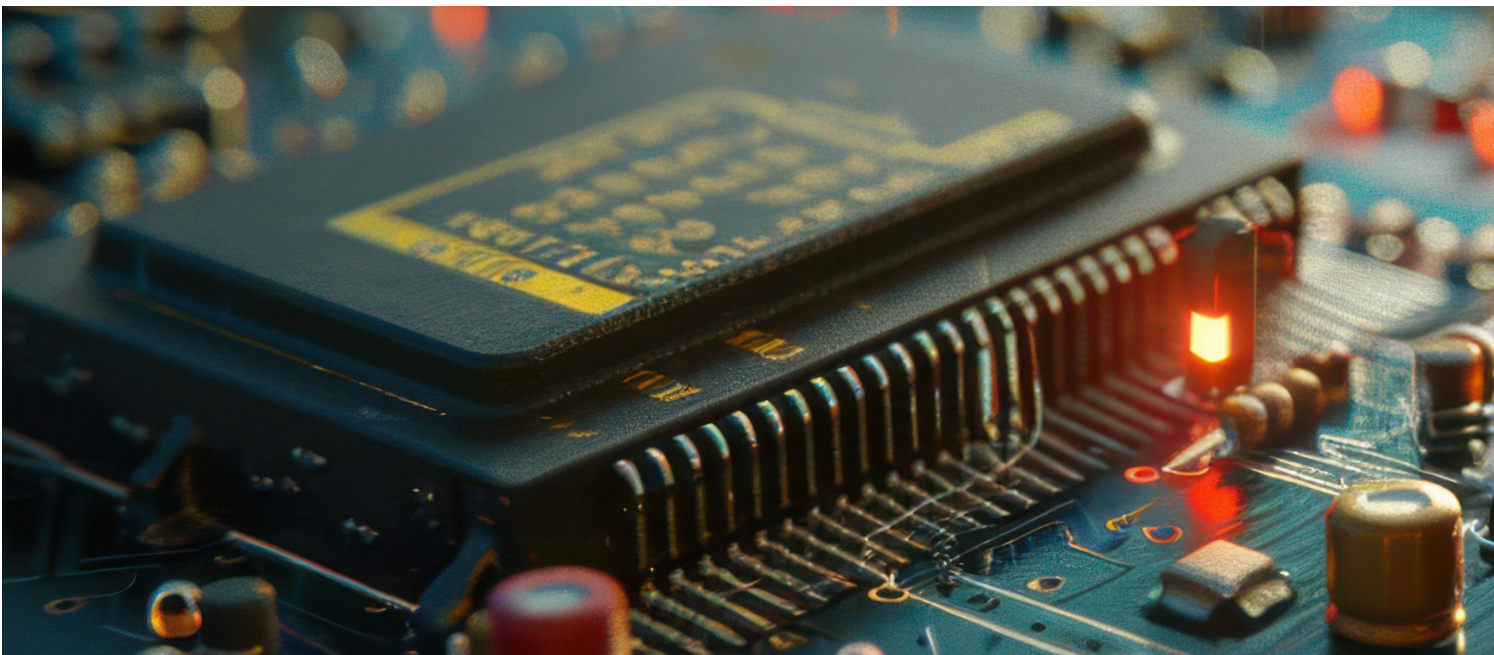
The Beyond Bengaluru Mission, initiated by the Government of Karnataka and anchored by KDEM, spearheads the objective of proliferating the growth of the digital economy in clusters beyond Bengaluru, in line with the Hon'ble PM's vision of uniform growth across the country. The objective is to achieve USD 10 billion in IT services exports by 2030.

In this digital economy, **we focus on growing IT/ITeS GCC companies, electronic and system design manufacturing (ESDM), and fostering start-ups and innovation in the industry.** Bengaluru in the last two decades has emerged as the most preferred destination for investments by leading Indian and global multinationals. The city has also emerged as the capital of IT, Biotech, Startups and deep tech companies. Inspired by the growth of Bengaluru other cities in Karnataka are also gearing up to become the next best destinations.

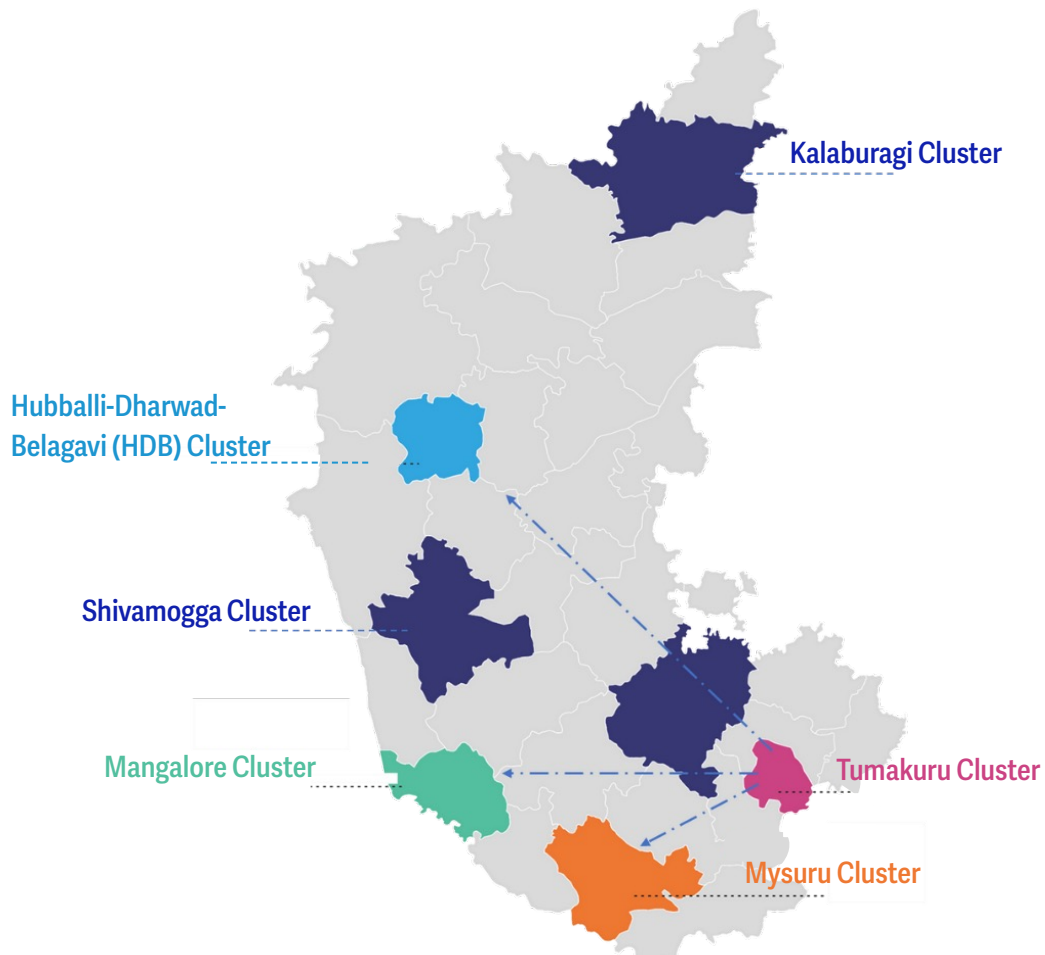
Supporting strategic policy interventions (like creating a dynamic ecosystem with sharp focus on infrastructure development, increasing the talent availability and enhancing market access), Government of Karnataka has established the Karnataka Digital Economy Mission (KDEM).

The 5 key initiatives through which the Karnataka Digital Economy Mission promises to harness the unlimited potential of the digital economy of Karnataka are

1. IT Products and services, BPM and GCC Promotion
2. Innovation & Startups
3. ESDM
4. Beyond Bengaluru
5. Talent Accelerator



Beyond Bengaluru is a separate mission of Government of Karnataka, implemented by KDEM, aiming to create a uniform growth story in the state by identifying and nurturing six emerging tech clusters: **Mysuru, Mangaluru, Hubballi**, and the upcoming clusters in **Shivamogga, Kalaburagi**, and **Tumakuru**, where each cluster consists of 4 to 5 districts and based on the existing ecosystem strengths it is classified with specific technology focus for each cluster.



IDENTIFIED EMERGING HUB'S IN KARNATAKA

Phase 1 – Operationalised

Mysuru Cluster	Mysuru, Mandya, Ramanagar and Chamarajanagar
Mangaluru Cluster	Dakshina Kannada, Kodagu, Udupi and Uttara Kannada
Hubballi -Dharwad- Belagavi cluster (HBD)	Hubli, Dharwad, Gadag, Haveri, Bagalkot and Belagavi

Phase 2 – Upcoming clusters

Kalaburagi Cluster	Kalaburagi, Bidar, Bijapur, Yadgir, Raichur, Koppal, Bellary, and Vijayanagara
Shivamogga Cluster	Shivamogga, Davanagere, Chikkamagaluru and Hassan
Tumakuru Cluster	Tumakuru, Chitradurga, Chikkaballapur, Bangaluru Rural and Kolar

Under this mission, local industry champions take ownership of driving the mission objectives. These local industry players, in partnership with big companies, play an important role in determining the strategy for their region. One such example is the Spoke-shore Strategy, where a company's hub can be anywhere, but the spoke can be in the clusters.

Apart from industry anchors, another unique initiative is to define the product of each cluster. The product comprises the ecosystem of the industry, talent availability and supply, the start-up and innovation ecosystem, specific policy benefits from the Government of Karnataka, and various initiatives by KDEM and the industry. It also includes aspects such as ease of doing business, social infrastructure, and physical infrastructure. The mission has simulated the P&L for companies setting up operations in clusters, showing an impact of at least 20-25% on the bottom line.

OUR INITIATIVES AND KEY ANNOUNCEMENTS UNDER BEYOND BENGALURU MISSION

1. ELEVATE100

Karnataka's pioneering Idea2PoC Grant-In-Aid Scheme, ELEVATE, supports early startups with grants up to 50 Lakhs. Over 700 startups, including 30% women entrepreneurs, received ~INR 165.28 crore, with 10% dedicated to Deep Tech and Sustainable Development Goals. Beyond Bengaluru clusters are the places where stage 3 of ELEVATE evaluation process- Multicity pitching-takes place.

2. Cluster Seed Fund (CSF)

This initiative is first of its kind and the fund focuses on funding the Startup based in these emerging clusters which is aiming for INR 75 Cr., this divides funds among Mysuru, Mangaluru, and Hubballi-Dharwad-Belagavi clusters, with government backing and contributions from investors.

3. Beyond Bengaluru BLUE

The BLUE event serves as a significant platform where entrepreneurs can showcase their products and services to industry leaders, investors, and influential individuals associated with KDEM. In the previous year, the BLUE events witnessed the active participation of 60 startups, granting them valuable opportunities to pitch their ideas to potential investors.

4. Karnataka Acceleration Network (KAN)

The Karnataka Acceleration Network has been established with the main goal of strengthening the accelerator ecosystem in the clusters. Through this initiative, 3 accelerators from Bengaluru and 1 accelerator/incubator from each of the three clusters have been shortlisted. The plan is to pair each Bengaluru-based accelerator with a cluster accelerator/incubator, creating a network that will provide support and guidance to approximately over 300+ startups in the growth phase over a 3-year period.

5. Entrepreneurship Development Program (EDP) in Kalyana Karnataka

As part of its Spoke-shore Strategy' to attract companies to set up operations in cities 'Beyond Bengaluru', commenced its 18-day-long Elevate Kalyana Karnataka Yatra from Kalaburagi to Bellary. The initiative aimed at promoting its ELEVATE program and supporting the rapid, high-tech-driven economic growth in tier 2 and 3 regions while proliferating the growth of the digital economy in clusters Beyond Bengaluru.

6. Offices established

Launch and operationalization of three functional Beyond Bengaluru clusters- **Mysuru, Mangaluru & Hubballi**, with their dedicated offices. They are pivotal in driving investments in IT/ITES and ESDM sectors, by the virtue of their strong industry and academic association.

7. Validation of these three emerging tech clusters

According to a report by **Deloitte India and Nasscom**, **Hubballi, Mysuru, and Mangaluru** have been identified as emerging technology hubs in Karnataka. These cities are ideal blend of outcome and efficiency for the tech industry. These emerging tech hubs are reshaping the future of work and innovation, making them attractive choices for enterprises looking to establish and operate technology centers in India.

- **Talent Pool:** These tier-2 cities have a highly proficient workforce in cutting-edge digital technologies. About 8 lakh individuals within these emerging hubs are adept in the latest tech domains.
- **Cost Advantage:** Businesses in these cities enjoy a 25-30 percent cost advantage in talent pool costs and a striking 50 percent lower real estate rental compared with mature hubs.
- **Innovation:** Beyond cost advantages, tier-2 cities have become breeding grounds for innovation, nurturing a mutually beneficial relationship between start-ups and established corporations.

8. Strengthening the local ecosystem

The initiative is working towards strengthening the local ecosystem players and startup ecosystem such as **CII, CREDAI, NAIN Centers Incubators/ Accelerators and TiE chapter** in our cluster, recently supported the launch of TiE Mangaluru chapter to support local entrepreneurial ecosystems in the cluster.

9. IT Infrastructure promotion (existing and upcoming facilities)

	Mysuru
Plug & Play Infra	0.5 million sq. ft.
Co-working spaces	~400+
Office rental (Grade A office space)	INR 40-60/sq. ft./month
Upcoming facilities	Approx 1,50,000 sq.ft
Developers	MyOfficeSpace, V2Space, WeKreate Space, Silver Spirit Tech Park and Renaissance Holdings

10. Cluster Pre-BTS events - The Annual Cluster Tech Summit event

Which is organized at Bengaluru each year, and attracts global investors and magnates at emerging cluster, each year the run-up events to BTS, **The Big Tech Show** in Mysuru, **Technovanza** in Mangaluru and **Techceleration** in HDB is being organised with an objective to understand the expectations of the global industries in identified emerging sectors and to highlight the initiatives undertaken for these clusters.

11. International Roadshows

- US Roadshow:** KDEM along with our partners organised the US Roadshow with key objective of positioning the strength of Digital Karnataka and attract investments and help our partners grow in the focused areas of IT&ITES/ GCC/BPM, Electronics System design Manufacturing (ESDM) and Startups. Tho roadshow spanned across the 5 cities in the

States and generated about 90+ Lols who have shown interest to explore Karnataka as their place to expand their operations. There are more than 15 companies are potential to expand they are **Nandi Security, Excellerate / Encora, Cogniphy, Shrara Agro Products Pvt Ltd, Sus Mind Share, CAP Digisoft Solutions Inc/ JUGL, Ocher Technology Group LLC, Do It Zero, Inc., Safekrit Inc, Sakhiye Inc, Saiira LLC, Aroopa Inc, Heycode & Platinum Advant Edge** are active participant and some of them visited our clusters to expand their footprints.

- b. Dammam roadshow (Saudi roadshow):** KDEM Mangaluru cluster organised the roadshow as part of our ongoing effort to boost the business ecosystem in Mangaluru and Karnataka. The roadshow had more than 70+ participants and generated 20+ Lols to who have shown their interest to expand their footprints to coastal Karnataka. Two of the companies visited the cluster are **AI Muzain and AI-Wazzan Vision**.

12. Policy Handbook

A detailed book is designed to provide the detailed brief about the various policies promoted by Government of Karnataka and steps to avail of benefits, approvals, and other processes. The book has been published across the clusters and promoted and encouraged the cluster-based companies to register for various policies such as Startup, IT, ESDM and R&D. with the support from KITS and the Department organised the policy registration workshops at cluster, and more than **30+ companies** have registered and received eligibility to received various policy incentives.

13. Global Technology Centre (GTC)

KDEM spearheading the implementation of the GoK budget announcement and Government Order for establishing the Global Technology Centre at Mysuru at an expenditure of INR 30 crore in a period of two years. In the year 2022-23, INR 10 Cr. will be provided for this purpose and work in progress and estimated to completed by March 2026.

14. Establishing Electronics Manufacturing Clusters in Karnataka

The cities of Mysuru and Hubballi in Karnataka has been selected for setting up the two Electronics Manufacturing Clusters. EMC in Hubballi would be spread over 200 acres and is expected to bring investments of over INR 300 crores and is expected to generate employment of above 2,000 jobs. 11 Lol's have already been received from interested electronics companies. The DPR for the project has been prepared and the application under the EMC2.0 scheme of Ministry of Electronics & Information Technology, Government of India has been submitted.

15. Promoting EMC cluster in Karnataka

The Electronic Manufacturing Cluster (EMC) initiative under the Karnataka Digital Economy Mission (KDEM) is part of the state's ambitious push to establish itself as a global leader in Electronics System Design and Manufacturing (ESDM).

The vision document outlines the essential strategies needed to accelerate the 'Beyond Bengaluru program' in the Mysuru cluster. These core strategies include



Talent Development

Implementing specialized training and educational programs to increase the availability of skilled professionals in emerging technologies, tailored to the needs of the cluster



Investment Promotion

Creating targeted investment promotion programs to attract national and international businesses to the Mysuru cluster, emphasizing the benefits of setting up operations beyond Bengaluru



Support for Start-ups

Providing comprehensive support for start-ups through incubators, accelerators, and funding opportunities, enabling a vibrant entrepreneurial ecosystem in the Mysuru cluster



Policy Facilitation

Streamlining regulatory processes and offering policy support to ease the establishment and growth of businesses in the Mysuru region



Marketing and Outreach

Conducting targeted marketing and outreach efforts to raise awareness about the opportunities and advantages of investing in the Mysuru cluster



Sustainable Development

Ensuring that economic growth in the Mysuru cluster is sustainable and inclusive, focusing on long-term benefits for the community and environment.

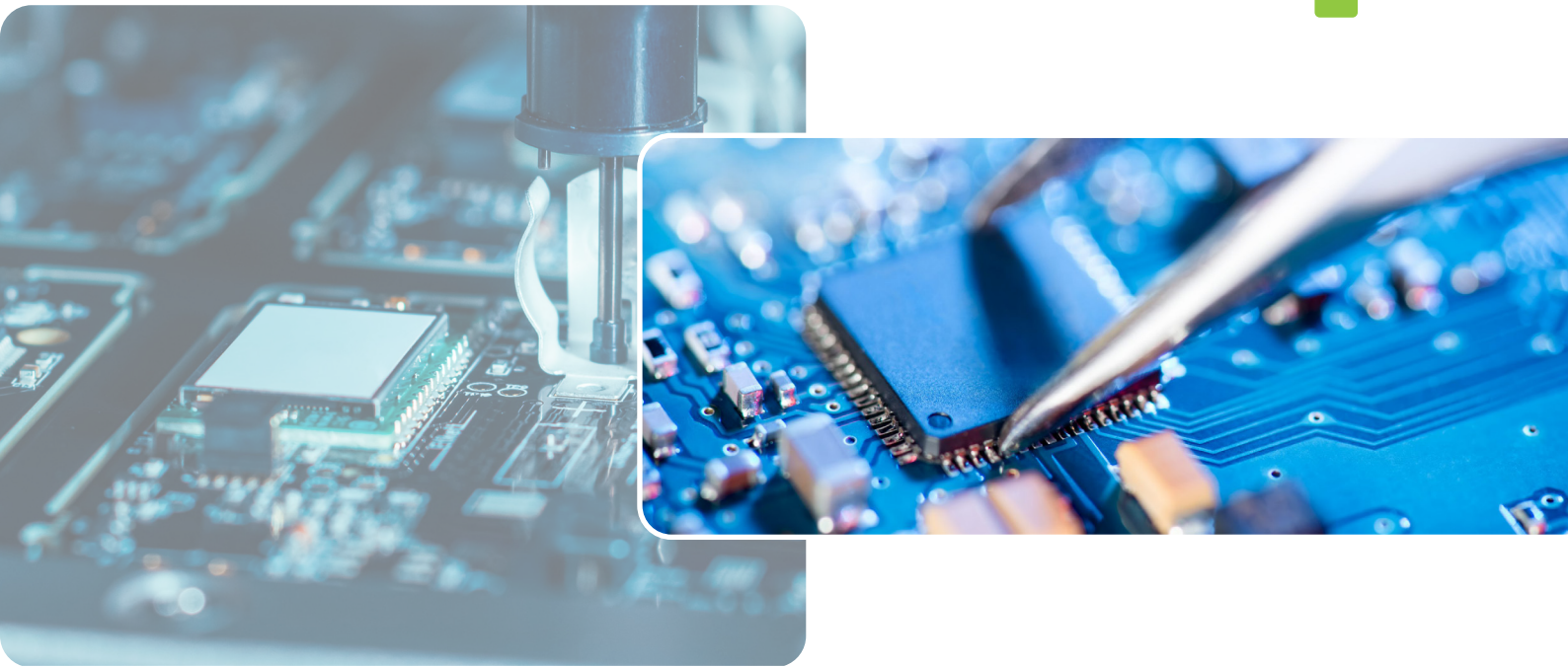
KDEM Board members

S. No.	Name	Designation
1	Mr. B V Naidu	Chairman KDEM
2a	Dr. Ekroop Caur, IAS	Secretary, IT, BT and S&T, GoK and Co-Chair, KDEM
2b	Mr. Prashanth Prakash	Chairman, Karnataka Start-up Vision Group
3	Dr. S. Selvakumar, IAS	Principal Secretary for Commerce and Industries, GoK
4	Mr. Ritesh Kumar Singh, IAS	Principal Secretary, Finance Department, GoK
5	Mr. Manish Singhal	Secretary General, ASSOCHAM
6	Mr. Bhaskar Verma	Regional Director, NASSCOM
7	Mr. Rahul Sharanappa Sankanur, IAS	Director, E, IT & Bt & ST and MD KITS
8	Mr. Ashok Chandak	President, IESA
9	Mr. Sanjeev Kumar Gupta	CEO, KDEM

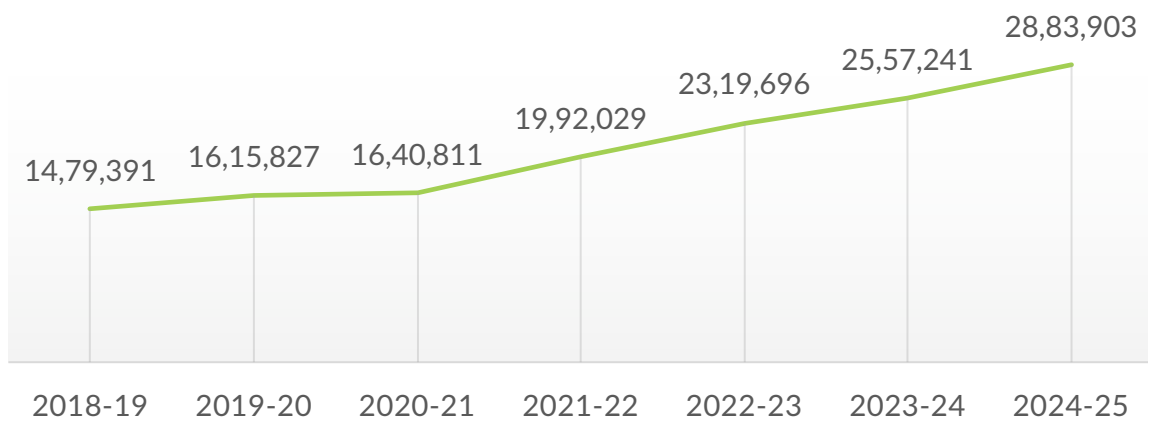


Chapter 2

THE DIGITAL ECONOMIC STATUS OF KARNATAKA



GDP of Karnataka (Rs. Crore)



Source: Karnataka Economic Survey, 2024-25

ACCORDING TO THE KARNATAKA ECONOMIC SURVEY, 2024-25

- The State has raised the GSDP from **₹25.57 lakh crore in 2023-24 to ₹28.83 lakh crore in 2024-25**, reflecting a growth rate of **12.8%** at current prices. At constant prices, it has increased from **₹14.62 lakh crore to ₹15.70 lakh crore**, showing a growth rate of **7.4%** during the same period.
- Karnataka's **per capita income of ₹3,80,906 is 90% higher than all India per capita income of ₹2,00,162 for the year 2024-25**. The **per capita income** has risen from **₹3,39,813 in 2023-24 to ₹3,80,906 in 2024-25**, reflecting a growth rate of **12.1% at current prices**. At constant prices, it has increased from **₹1,91,970 to ₹2,04,605**, showing a **growth rate of 6.6%** during the same period.
- The industry sector at constant prices is expected to achieve a **growth rate of 5.8% in 2024-25**, compared to **7.3% in 2023-24**, indicating a steady recovery from COVID-related challenges. Construction is projected to **grow at 3.5%**, while manufacturing is expected to **grow at 6.4%**, both contributing to the overall growth of the industrial sector.
- The services sector at constant prices is expected to reach a **growth rate of 8.9% in 2024-25**, compared to **7.9% in 2023-24**. This growth is driven by an increase in IT-related services, which are projected to rise **from 11.7% in 2021-22 and 10.2% in 2023-24 to 11.1% in 2024-25**.
- Karnataka's exports amounted to about **Rs. 13 lakh crores in 2023-24** which constituted about **20.50%** of the country's exports. The share of merchandise exports in the national exports constitutes around **6.09%** and software/ service exports at **41%**.
- Karnataka accounts for **more than one third** of electronics and computers software exports from the country.
- Developmental expenditure has increased from **Rs.208 thousand crores in 2023-24 to Rs.241 thousand crores in 2024-25**, with an increase of **15.83%**.
- 3 Investment projects worth **Rs. 596.1 crores** were approved with employment of **2,894** in the IT& ITES Sector during **April 2023 to January 2024**.
- **76** companies are registered under **KESDM Policy** and incentives to the tune of **Rs. 17.07 crore** have been disbursed to the registered apart from other concessions given to the companies.
- 4 UGD works and 8 Water Supply works were taken up in Davanagere, Harihara, Ranebennur and Byadgi towns under Tranche-1 and 6 UGD and 7 water Supply works in Mangaluru, Puttur, Udupi and Kundapur towns were taken up under Tranche-2 by KIUWMIP. Out of **Rs. 1,238 crores** and **Rs. 1,345.18 crores** of project cost, **Rs. 1,060.1 crores** and **Rs. 931.5 crores** spent up to the end of November 2023 under Tranche-1&2, respectively.

DIGITAL ECONOMY TARGETS OF KARNATAKA AT A GLANCE

According to the **Karnataka's \$1 trillion economy vision document** India's technology industry is flourishing, achieving a **growth rate of 15.5% in FY 2022** and generating **\$227 billion** in revenue. Start-ups are emerging rapidly, and businesses are increasingly embracing technology. This creates an opportunity for Karnataka to implement interventions and capitalize on this growth.

Key targets for Karnataka's digital economy by 2031-32

- Digital economy's **contribution to GSDP has increased over 30% in FY 2024-25.**
- SaaS revenues to grow from **\$2.05 billion in 2022-23 to \$66 billion.**
- Digitally skilled talent pool share to increase from **8% in 2022-23 to 80-100%.**
- To maintain its leadership **as the destination of choice** for leading IT/ITeS multinational companies and global capability centres.
- **Maintain a leadership position** in innovation and technology while advancing toward sustainable and holistic economic development.

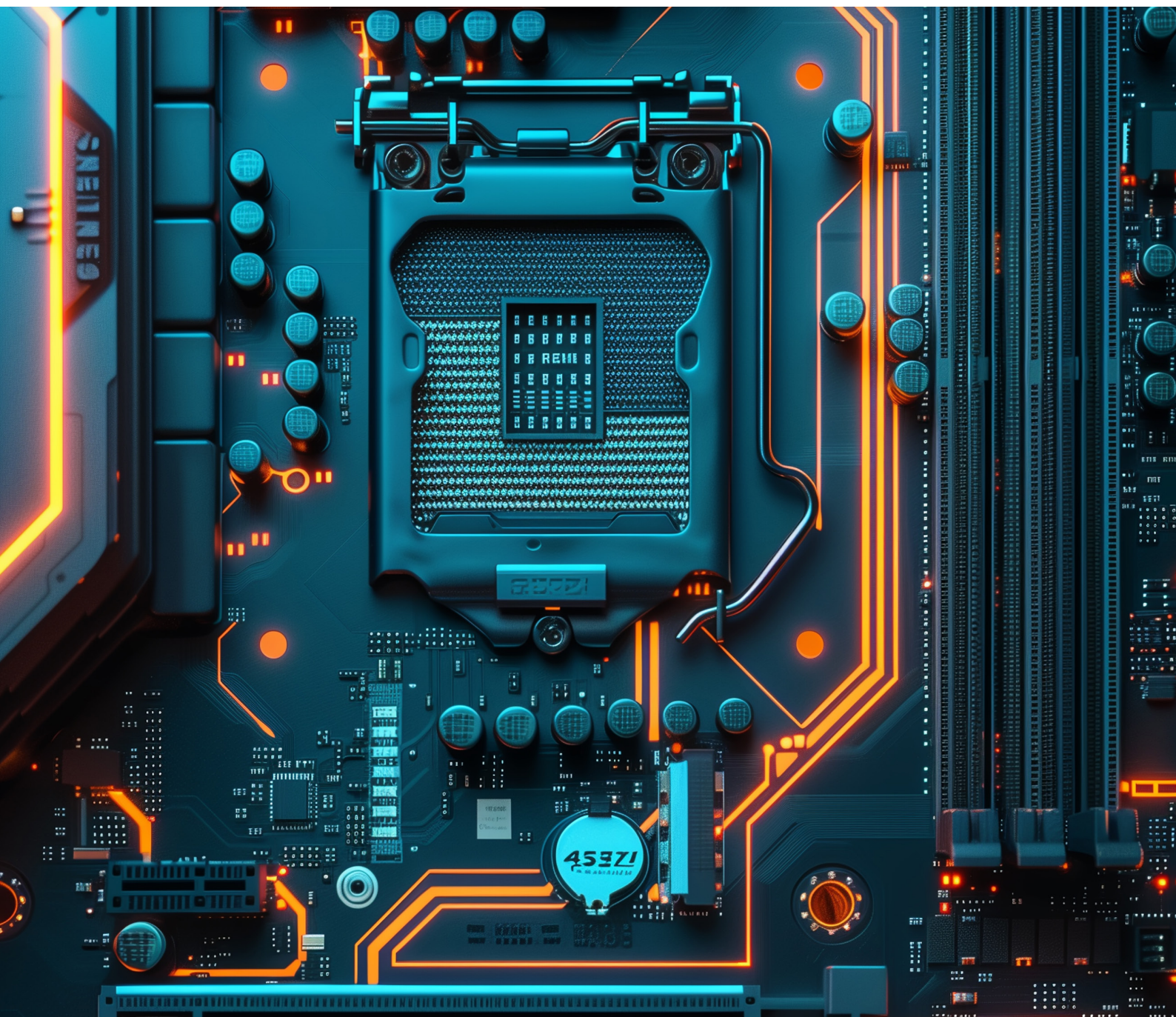
ADVANTAGE KARNATAKA

Karnataka stands as a trailblazer in implementing innovative reform initiatives within India, showcasing a proactive approach to attracting private investment. The state consistently devises lucrative policies to incentivize both domestic and foreign investments, fostering a favourable investment climate. Notably, Karnataka has successfully drawn significant private investments, particularly in the Information and Communication Technology (ICT), Electronics Semiconductor Design & Manufacturing, and Biotechnology (BT) sectors. Karnataka account for a significant share in the total FDI inflows in India. Karnataka attracted **\$54,573 million** Cumulative FDI equity inflow over the period **October 2019 to September 2024** which is **21%** of the national share.

As per a recent **Deloitte report** published in **March 2024** and the **Karnataka Economic Survey, 2023-24**

- Karnataka is home to over **5,500+** IT/ITES companies, **~750** MNCs contributing to over **USD 58 billion** of exports, giving direct employment to over **12 lakh professionals** and creating over **31 lakh** indirect jobs. The industry contributes to over **25%** of the State's GDP. The share of Karnataka in Information Technology exports is nearly **40%** of the country's exports of USD 155 billion.
- Karnataka is home to over **47 IT/ITES Special Economic Zones (SEZs).**
- The state is a leader in the dynamic AVGC-XR sector, holding a **20% share of India's Media & Entertainment industry.**
- The state boasts over **100 chip-designing companies** and holds **more than 40% of the market share** in electronics design, housing **70% of India's chip designers.** It is the **second-largest chip design hub** in the country.
- The state is home to **140 accelerators and incubators** that play vital roles in supporting and promoting start-ups.
- The **Karnataka Start-up Policy 2022-27** allows **100 percent reimbursement** of annual **State GST (SGST)** for start-ups incubated in Karnataka (excluding Bengaluru).

- As of **March 2022**, Karnataka has **14 national highways** spanning a total of **8,037 kilometres**, along with **115 state highways** that cover **27,880 kilometres**.
- The state is equipped with **8 domestic airports**. Kempegowda International Airport (KIAL) in Bengaluru is handling record numbers of both passengers and cargo. The construction of additional airports in locations such as Belagavi and Kalaburagi will help alleviate traffic from Bengaluru and enhance the state's overall passenger and cargo capacity.
- Karnataka has **13 minor ports**, with New Mangalore serving as the major port among them.
- Government funding support to encourage entrepreneurship and foster innovation. One-time Grant-in-Aid of up to **INR 50 Lakhs**, will be provided to start-ups requiring early stage seed funding support to develop their ideas to a proof-of-concept stage. Till date, **18** calls have taken place and around **875** Start-ups/ Ideas have been selected for funding. The total committed fund is **Rs. 197.42 crore**.



Chapter 3

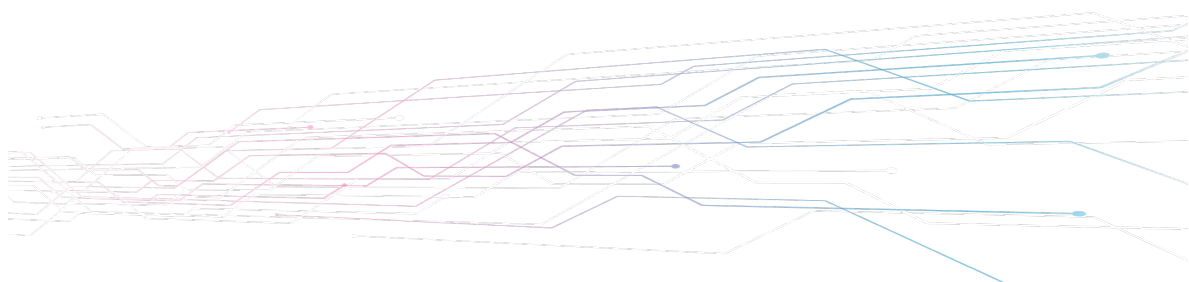
ABOUT MYSURU CLUSTER



FACTSHEET

Parameter	Mysuru
Cluster details	Mysuru cluster consists of Chamarajanagar, Ramnagara, Mysore and Mandya
Cluster highlights	Second largest software exporter in Karnataka Developing as a favorable destination for software testing, web designing, web development and media companies.
Demographic details	Population of 1.2Mn Adult literacy- 86.09% Languages spoken include Kannada, Tamil, Hindi and English Ranks 4/37 in EODB in Deloitte's emerging tech hubs
No. of tech and tech-enabled startups	Around 200 tech related businesses (100+ tech startups)

Parameter	Mysuru
No. of tech and BPM setups	~ 200
No. Of GCCs	~5
Major industries	Chemicals, petrochemicals, machinery, electronics, automobile, engineering, IT services, Engineering and Design Services
SEZ	9
Fresh graduates in the city per year	16,000-20,000
STEM graduates	3,500-4,000
Other graduates	12,500-13,000
Talent pool in tech companies	~18,000
No. of colleges	175+ colleges 21+ Engineering colleges [Maharaja's College, University of Mysuru, St. Philomena's College, JSS College of Arts, Commerce and Science, Christ College Mysuru]
No. Of incubators	8+ incubation centers
STPI	1
Avg. salary of a software developer (5-8 yrs exp)	INR 7-10 lakh per annum
Plug & Play Infra	1,00,000 sq. Ft
Co-working spaces	~1000+
Office rental (Grade A office space)	INR 25-50/sq.ft./month
Upcoming facilities	Approx 2,00,000 sq. ft. of facility 'Global Technology Centre' under construction
	NEW AGE INNOVATION NETWORK – initiative to tie up with technology institutes to set up 30 incubation centres to encourage innovation-underway in PES Mandya, ATME, SJCE, Mysuru, Vidya Vikas, Mysuru, BGSIT, Nagamangala
Cost of living index	21.46 (Moderate)
Crime index	50.04 (Moderate)
Pollution index	58.57 (Moderate)



Gross/ Net District Domestic Product and Per Capita Net District Income for the year 2023-24 (Provisional) (Rs. crore)

District	Gross Domestic Product		Net District Domestic Product (NDDP)		Per Capita NDDP at Current Prices
	Current Prices	Constant Prices	Current Prices	Constant Prices	
Chamarajanagar	30,437	17,736	26,541	15,223	2,59,387
Ramnagara	38,393	22,417	33,767	19,500	2,77,619
Mysore	88,717	49,487	78,147	42,818	2,39,296
Mandya	60,466	35,820	53,584	31,391	3,06,448
Mysuru cluster	2,18,013	1,25,460	1,92,039	1,08,932	10,82,750

Source: Karnataka Economic Survey 2023-24

Mysuru, traditionally known for its cultural heritage, has rapidly transformed into a dynamic technology and innovation hub in Karnataka. With a strong foundation in IT, Electronics System Design & Manufacturing (ESDM), and emerging technologies, Mysuru is poised to become a leading center for digital economy growth beyond Bengaluru. The region offers a unique blend of industrial infrastructure, skilled talent, and government support, making it an attractive destination for IT, ITeS, and ESDM companies.

PLANTING THE SEEDS: A CATALYST FOR CHANGE (PRIOR TO THE 1990S)

An inscription from the Hoysala period, dating back to the 11th and 12th centuries, can be found in Mysuru. The region was historically ruled by the Gangas, Chalukyas, Cholas, and Hoysalas. Following the Hoysala rule, the Vijayanagar Kings took control, and in 1399 A.D., the Mysuru Yadu dynasty rose to power as their feudatories. This dynasty also played a significant role in temple construction in Mysuru. Bettada Chamaraja Wadiyar, a ruler of Mysuru, reconstructed the city's fort, established his headquarters there, and named it 'Mahishura Nagara,' meaning the city of Mahishur. Numerous inscriptions from the 17th century and beyond refer to Mysuru as 'Mahishuru.' During the reign of Krishnaraja Wadiyar III, Mysuru expanded beyond the fort's boundaries. Later, Krishnaraja Wadiyar IV transformed Mysuru into a well-planned and picturesque city, renowned for its wide roads, grand buildings, and elegant parks.

The significance of sandalwood was recognized as early as the 17th century when Tipu Sultan declared it a Royal Tree. The cultivation and trade of sandalwood flourished under various rulers, particularly during the reign of Maharaja Krishna Raja Wadiyar IV in the early 20th century.

SEEDS ARE SOWN FOR UNPRECEDENTED DEVELOPMENT OF MYSURU CLUSTER (1990S-2000S)

The 1990s marked a period of moderate urban growth in Mysore, transitioning into a more rapid expansion in the 2000s. The city began to emerge as a Tier II city, experiencing a notable increase in urban sprawl. This shift was characterized by the coalescence of urban areas around the Central Business District (CBD) and significant changes in land use patterns due to globalization and economic development initiatives. The Karnataka Industrial Areas Development Board (KIADB) facilitated the establishment of several industrial zones around Mysore, enhancing local manufacturing capabilities.

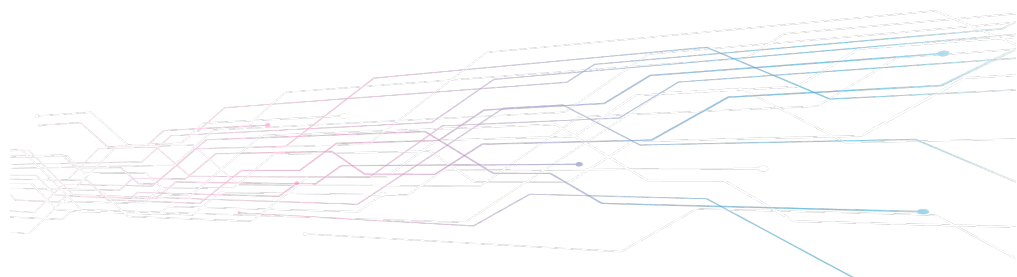
The number of registered industrial units in Mysore rose sharply during this period. For instance, from 1990-91 to 2000-01, the number of registered units increased from 8,661 to over 10,000, with a notable spike in registrations in 1997-98 when 2,294 units were registered alone. The industrial sector provided substantial employment opportunities. By the end of the 1990s, large and medium industries employed over 20,000 individuals, indicating a robust job market fuelled by industrial activities. Significant investments were made in infrastructure to support industrial growth.

This included improvements in transportation networks and utilities like power supply, which were essential for attracting new businesses and supporting existing ones. The most remarkable milestone was in 1916 as the Government Sandalwood Oil Factory was established in Mysuru to extract sandalwood oil, initiated by Maharaja Wadiyar and Diwan M. Visvesvaraya. This factory aimed to utilize surplus sandalwood stocks that could not be exported due to World War I, leading to the production of Mysore Sandal Soap beginning in 1918.

During the 1990s and 2000s, education in Mysuru flourished significantly, marked by the establishment of institutions, expansion of educational programs, and improvements in access to quality education.

Establishment of Educational Institutions during this period

- **Regional Institute of Education (RIE):** Founded in 1963 and restructured in 1995, RIE Mysuru became a key player in teacher education and training. It focused on improving school education through innovative pre-service and in-service programs, catering to the needs of southern Indian states.
- **Karnataka State Open University (KSOU):** Established in 1996, KSOU was pivotal in promoting distance education. It introduced various programs, including B.Ed. and M.Ed., making higher education accessible to a broader audience.
- **University of Mysore:** As one of the oldest universities in India, it continued to expand its offerings during this period, with numerous affiliated colleges providing diverse courses across disciplines. The university played a crucial role in shaping educational standards and research initiatives.



The establishment of the Information Technology (IT) sector in Mysore can be traced back to the broader developments in Karnataka's IT landscape, particularly after the economic liberalization in India in the early 1990s. In the early 1990s, Karnataka's government actively promoted IT as a key sector for economic development. This included creating policies that encouraged investment in technology and infrastructure, which were crucial for cities like Mysore to attract IT companies.

TAKING FLIGHT - IT TAKES CENTRE STAGE (2001-2010)

In the early 2000s, Mysore began to attract several IT companies. This growth was facilitated by the establishment of industrial areas by the Karnataka Industrial Areas Development Board (KIADB) that provided necessary infrastructure. The city was positioned as a viable alternative to Bangalore for IT services. In 2001, efforts were made to develop Mysore into a second-tier IT destination, with plans to enhance its capabilities in information technology and electronics (ITE) sectors. The National Association of Software and Services Companies (Nasscom) identified Mysore's potential and set ambitious targets for its growth within the state's IT ecosystem.

In 2006, Mysore was identified as a significant B-2 IT city. This recognition underscored its growing importance as an alternative IT destination compared to larger hubs like Bangalore. By August 2006, 42 companies were registered with the Software Technology Park (STP) in Mysore. The STP provided essential infrastructure and support for IT companies.

Several prominent IT companies either established/ expanded their operations in Mysore or started showing interests in investments:



Infosys

Infosys set up a 70-acre SEZ within its 300-acre campus, investing 400 crore in a development center and 500 crore in a global learning center. This production center aimed for 1,900 crore in exports within a year and the creation of 10,000 jobs



Wipro

Wipro expanded its footprint, requesting 200 acres of land



Larsen & Toubro (L&T)

L&T invested 92 crore on 33 acres for software and hardware development

Other companies such as Concepra Fibre Optics, Velankani Information Systems, GT Tata Tech, Global Business Solutions, Kuruvenkara Software Development Centre, and RGS Software submitted investment proposals. These investments were projected to create around 20,000 jobs and increase exports from 400 crore to 1,000 crore by March 2007.

A MATURING ECOSYSTEM - NURTURING INNOVATION (2011-2020)

The 2011-2020 decade witnessed Mysuru's IT sector blossoming into a mature and well-rounded ecosystem. The focus shifted from attracting established IT companies to nurturing home-grown start-ups. The government actively implemented various initiatives to empower this new breed of entrepreneurs. Seed funding programs, mentorship opportunities, and the creation of co-working spaces provided the necessary support for start-ups to take root and flourish.

This period also saw a significant rise in Electronic System Design and Manufacturing (ESDM) companies setting up base in Mysuru. The city's well-educated and skilled workforce, coupled with its robust infrastructure, proved to be a compelling proposition for ESDM firms, further diversifying Mysuru's technological prowess.

A CITY ON THE RISE - THE FUTURE BECKONS (2021-PRESENT)

Today, Mysuru's IT sector stands tall as a pillar of the city's economy, contributing to a significant portion of the city's export. The industry continues to attract major investments, generate significant employment opportunities, and contribute immensely to the city's GDP. The focus remains unwavering on fostering a dynamic and innovative environment, with a particular emphasis on supporting ESDM companies and start-ups. Mysuru's journey towards becoming a leading IT hub can be attributed to several factors like affordability advantage, enviable quality of life, and government playing the role of a catalyst promoting IT development beyond just its historical legacy.

Mysuru's metamorphosis from a sandalwood city to a technology hub is a captivating testament to the city's adaptability and its unwavering commitment to progress. The city's IT sector brims with immense potential for the future. As it continues to nurture innovation and cultivate a thriving technological ecosystem, Mysuru is poised to not only maintain its position as a leading IT hub but also redefine and replicate the narrative of its future success across other sectors. As per the District Domestic Product 2021-22, the districts of Bengaluru Urban, Dakshina Kannada, Belagavi, Tumkuru and **Mysuru** are top five economic contributing district.



WHY MYSURU CLUSTER?

Technological Development in Mysuru

Mysuru has witnessed a significant surge in technological advancements, driven by the establishment of key IT and ESDM companies, academic institutions, and government initiatives. Some of the major technological developments include



IT and ITeS Growth

Mysuru has become a thriving IT and ITeS hub, attracting major IT firms and startups specializing in software development, artificial intelligence (AI), cloud computing, and cybersecurity.



Electronics System Design & Manufacturing (ESDM)

The city is emerging as a major hub for ESDM with the development of industrial clusters focused on semiconductor design, embedded systems, and electronics manufacturing.



Global Capability Centers (GCCs)

Companies are leveraging Mysuru's talent pool and infrastructure to establish GCCs, focusing on research, analytics, and digital transformation solutions.



AI and Data Science Innovation

Mysuru is witnessing a rise in AI-driven solutions across healthcare, manufacturing, and automation, supported by research institutions and startups.



IoT and Smart Manufacturing

With a strong industrial base, Mysuru is pioneering Industry 4.0 practices by integrating IoT-based smart manufacturing solutions.



Cybersecurity and FinTech

Several emerging startups and enterprises are working on cybersecurity frameworks, digital payments, and blockchain-based solutions, contributing to the city's FinTech ecosystem.

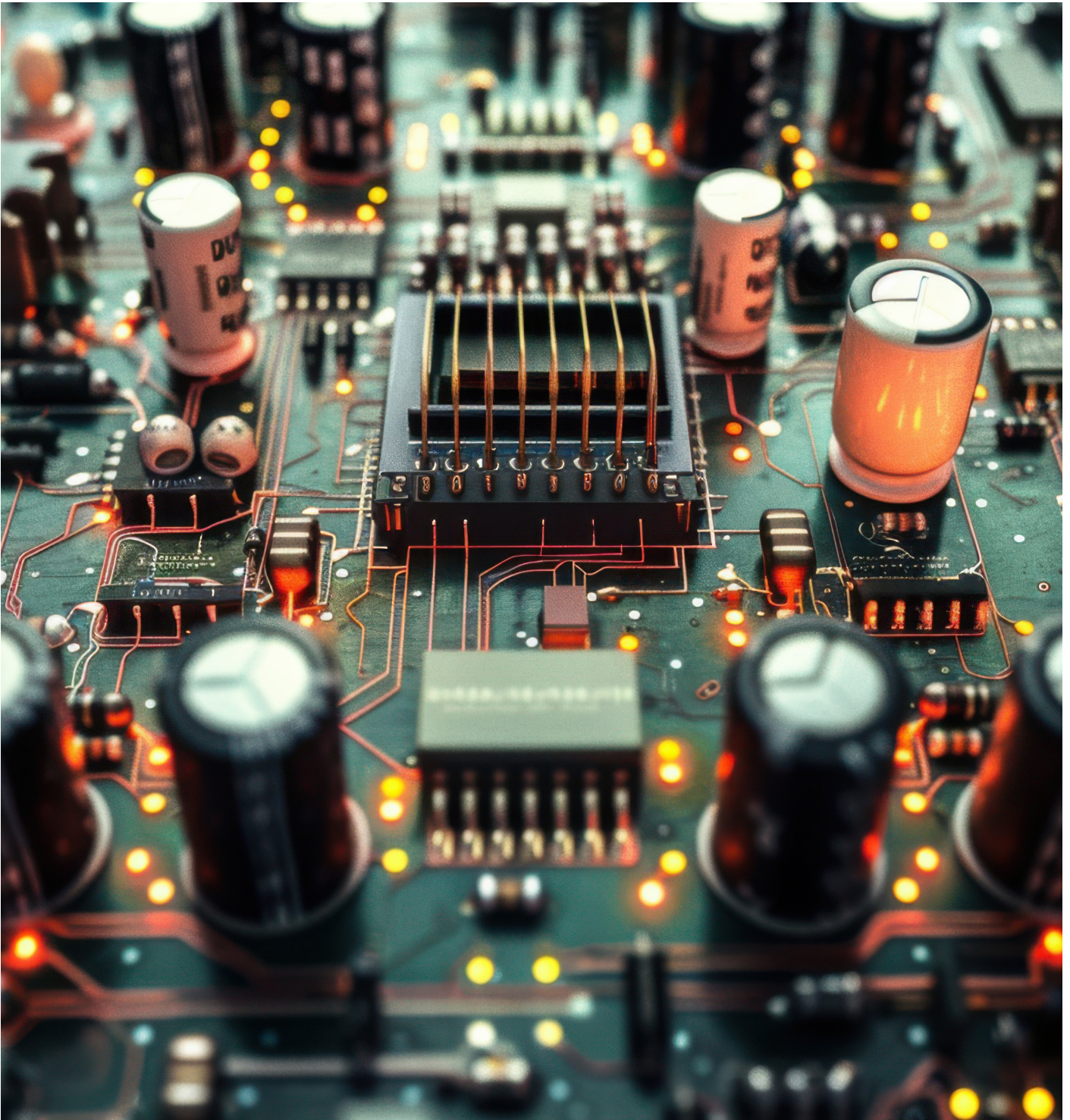
Key Enablers for Mysuru's Growth

- **World-Class Infrastructure:** The presence of technology parks, incubation centers, and SEZs fosters business expansion and innovation.
- **Educational and Research Institutions:** Premier institutions like the University of Mysore, NIE, and various engineering colleges contribute to a skilled workforce and cutting-edge research.
- **Government Initiatives and Support:** Under the Karnataka Digital Economy Mission (KDEM) and Beyond Bengaluru initiative, Mysuru benefits from policy incentives, skill development programs, and investment-friendly policies.
- **Connectivity and Ease of Business:** With excellent road, rail, and air connectivity, Mysuru offers seamless business operations and expansion opportunities.

FUTURE VISION: TOWARDS A \$10 BILLION DIGITAL ECONOMY

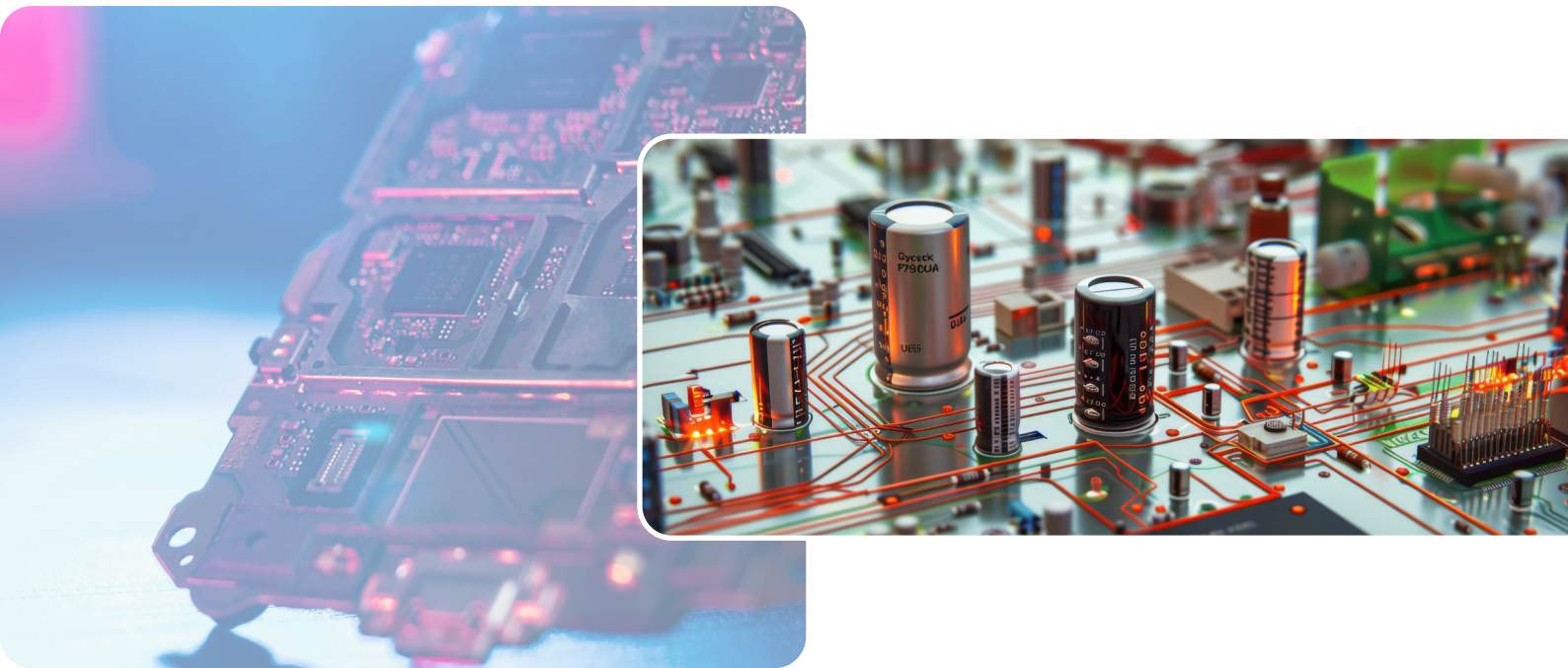
By 2030, Mysuru aims to establish itself as a \$10 billion digital economy, generating over 1,50,000 digital jobs, fostering innovation-driven enterprises, and enhancing its global competitiveness. The focus remains on attracting global investments, developing deep-tech capabilities, and creating a sustainable and inclusive tech ecosystem.

Mysuru stands at the cusp of technological excellence, providing companies with unparalleled opportunities for growth, collaboration, and innovation. With its strategic vision and commitment to digital transformation, Mysuru is set to be a key player in Karnataka's expanding technology landscape.



Chapter 4

MYSURU CLUSTER ROADMAP TO GLOBAL LEADERSHIP BY 2030



TARGET OF MYSURU CLUSTER

The overarching goal is to thoroughly analyse the macro and micro challenges and opportunities inherent in Mysuru and systematically address them to shape the vision for the Mysuru cluster by 2025 and 2030. The aim is to devise a targeted roadmap for the development of the Mysuru cluster, with the objective of attracting large companies to establish a presence within the cluster and augmenting the current workforce by a 10X.

Strategic Approach

This roadmap puts forward a **comprehensive cluster development strategy**, anchored in eight key verticals

- IT/ITeS
- Electronics System Design & Manufacturing (ESDM)
- Global Capability Centers (GCCs)
- Startups & Innovation
- Talent Development
- Branding
- Governance
- Infrastructure

Each vertical is supported by sector-specific initiatives, growth targets, and policy recommendations to transform Mysuru into a competitive digital economy contributor by 2030 and beyond.

Year-wise Projected Plan

Target Year	Large IT Companies	ESDM Manufacturing Setups	GCCs	Startups	Employment
2025	5+	2	2	400+	20,000+
2026	8+	3	3	550+	33,000+
2027	11+	4	4	880+	49,500+
2028	14+	5	5	1,320+	49,500+
2029	20+	7	7	1,980+	66,000+
2030	25+	10	10	2,500+	1,10,000+
2031	28+	12	12	2,800+	1,10,000 to 1,65,000

Target for the year 2030

- 25+ Large IT companies
- 10+ ESDM manufacturing setups
- 10+ GCCs
- 2,500+ Startups
- Number of employees: 1,00,000 to 1,50,000

Key Focus Areas

- **Industry Growth & Investment:** Attract top global and Indian IT/ITES and ESDM companies through dedicated policy and land support.
- **Startup Ecosystem:** Establish Mysuru as a deep-tech innovation hub with 2,800+ startups by 2031.
- **GCCs:** Position Mysuru as a strategic spoke for large MNCs, with 12+ Global Capability Centers by 2031.
- **Talent Development:** Build a 1.65 lakh strong digital workforce through the KDEM Skill Centre and academic partnerships.
- **Policy & Infrastructure:** Drive reforms in regulatory processes, SEZ development, and cluster branding.

REVENUE CALCULATION FOR THE CLUSTER

To estimate revenue generation for the IT cluster, we typically use the following approach

Estimate the Average Revenue per Employee (RPE)

- **Large IT Companies:** 5 to 10 lakhs per year
- **Startups:** 4 to 8 lakhs per year
- **ESDM Manufacturing:** 8 to 12 lakhs per year

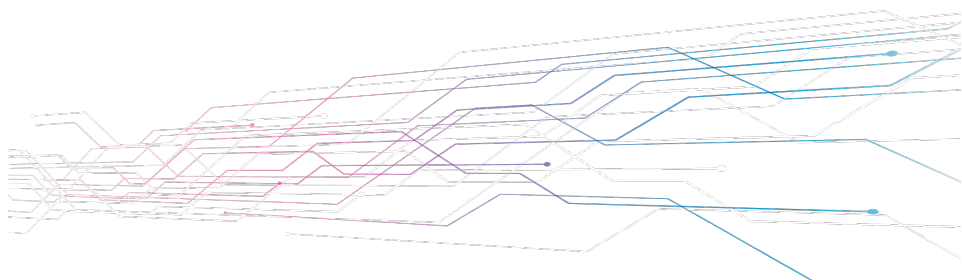
Revenue Projections for Mysuru Cluster (in INR)

Year	IT/ITES	ESDM	Startups	Talent	Infra	GCC
2025	5 new firms	2 units (PCB-focused)	500+ startups	KDEM Skill Centre live	Global Tech Centre started	IBM, LTTS GCC operational
2030	25+ large firms	Full PCB ecosystem	2,800+ startups	1.5 lakh skilled talent	SEZs, Airport Phase 1	12 GCCs including MNCs
2035	Top 3 Tier-2 city	ESDM exports enabled	5,000+ startups	3 lakh skilled talent	Data centers & smart zones	20 GCCs; 5 R&D hubs
2047	Global innovation hub	Sustainable electronics	10,000+ startups	Tier-2 Talent Capital	5 tech townships	GCC Innovation Campus

Target Year	Category	Number of Companies	Employment	Average Revenue per Employee	Total Revenue (Lower Estimate)
2026	Large IT Companies & GCCs	8	33,000+	5 - 10 lakhs	1,650 crores
	ESDM Manufacturing Setups	3	6,000 - 8,000	8 - 12 lakhs	480 crores
	Startups	550+	6,500 - 8,000	4 - 8 lakhs	260 crores
	Total Revenue				2,390 crores
2027	Large IT Companies & GCCs	14	49,500+	5 - 10 lakhs	2,475 crores
	ESDM Manufacturing Setups	5	10,000 - 12,000	8 - 12 lakhs	800 crores
	Startups	1,320+	15,000 - 20,000	4 - 8 lakhs	600 crores
	Total Revenue				3,875 crores
2031	Large IT Companies & GCCs	28+	1,00,000 - 1,50,000	5 - 10 lakhs	7,500 crores
	ESDM Manufacturing Setups	10+	17,000 - 19,000	8 - 12 lakhs	1,360 crores
	Startups	2,500+	30,000 - 35,000	4 - 8 lakhs	1,200 crores
	Total Revenue				10,060 crores

MYSURU CLUSTER MILESTONE ROADMAP (2025–2047)

The timeline graphic serves as a visual roadmap that complements the year-wise growth targets for the Mysuru Cluster. It illustrates how the region is expected to evolve across six strategic verticals—IT/ITeS, ESDM, Startups, Talent, Infrastructure, and GCC—over the next two decades.



Milestone Year	Representative Milestones
2025	5 IT firms, 2 ESDM units, 500+ startups, Skill Centre launch, IBM & LTTS GCCs operational
2030	25+ IT firms, 12 GCCs, complete PCB ecosystem, 2,500+ startups, 1.5L skilled workforce
2035	Mysuru among top 3 Tier-2 clusters, smart zones, data centers, 20 GCCs with 5 R&D units
2047	Mysuru positioned as global leader in sustainable electronics, 10,000 startups, GCC innovation campus

Mysuru Cluster Growth Timeline (2025-2047)

2025	2030	2035	2047
5 IT firms, 2 ESDM units 500+ startups KDEM Skill Centre Global Tech Centre start IBM, LTTS GCCs live	25+ IT firms Full PCB ecosystem 2,800+ startups 1.5 lakh skilled talent SEZS, Airport Phase 1 12 GCCs	Top 3 Tier-2 hub ESDM exports 5,000 startups 3 lakh skilled Smart Zones, Data centers 20 GCCs, 5 R&D hubs	Global IT leader Sustainable electronics 10,000 startups Tier-2 Talent Capital 5 Tech Townships GCC Innovation Campus

The Mysuru Cluster roadmap is not just a projection—it is a well-structured execution plan to deliver on Karnataka’s digital ambitions. With sector-specific initiatives, phased investments, and a strong governance framework under KDEM, Mysuru is positioned to become a national lighthouse cluster for innovation, inclusive growth, and global investment.



Mysuru Cluster Roadmap to global leadership by 2030



ESDM

Leveraging the growth in the emerging sector that has national focus & value addition



IT/ITeS

With spoke shore emphasis on growth



GCC

Emphasis on creating support offices for large companies in Bengaluru



Start-ups and Innovations

Use of technology to enhance capabilities and entrepreneurship



Talent

Capacity building in emerging tech areas



Branding

Highlight clusters to be global digital economy investment destination



Governance

Committees to set framework and oversee strategic direction and execution



Infrastructure

Supporting the growth needs of the industry

Revenues

INR
10,000 Crore

Employment

1.5L

New Start-ups

2,500

Cluster productization highlights

Focus area	Strength	Areas of improvement/shortfall
ESDM	• Thriving ESDM ecosystem of 150 small, medium, and large enterprises • Expertise in firmware development, the essential software powering everyday devices • Expertise also spans in PCB fabrication, component assembly, and testing, offering a complete electronics production solution	• Both act as major ESDM multinational corporations (MNCs) in Mysuru clusters • This requires collaboration, and networking that are crucial for success and can only be achieved through established industry, conducting events and forums
IT/ITeS	• Strong presence of major players like Infosys, L&T, Wipro, and SPI have fuelled Mysuru's IT boom. • Mysuru boasts five established industrial zones with an upcoming SEZ in Kochanahalli	• Focus on moving from an established IT/ITeS hub to a matured one by creating a wholesome ecosystem that has all essential elements • Need foreign IT/ITeS players and avoid concerns about the talent pool and overall maturity of the city's tech ecosystem
Start-ups and Innovation	• Strong presence of 430+ start-ups indicates a conducive environment for entrepreneurs through its investment-friendly policies • Presents growth opportunities across diverse areas including cybersecurity, IT & ITES, pharma and biotech, automotive, processing, aerospace, defense, and robotics, among others • Ranks high on the innovation scale with the presence of several incubation and innovation hubs	• Aggressive, targeted and sustainable tax incentives and subsidies are necessary to lure IT/ITES and ESDM start-ups and smaller companies. • Need to promote innovation and entrepreneurship by hosting industry events and conferences
Talent	• Lower cost talent is available at a similar level to Tier-1 cities, with a 30% cost saving. • Availability of strong workforce in the areas of IT, BPM, and Engineering R&D	• Need for more skill and reskilling enhancement programs in collaboration with educational and training institutions to enhance the skill set of the local workforce • Attract skilled professionals from Tier 1 cities like Bengaluru and other cities

Focus area	Strength	Areas of improvement/shortfall
Branding	- Mysuru is already a recognized cluster of IT/ ITes and ESDM - Mysuru is already renowned for its excellent talent pool	Need to organize more number of PR and marketing activities at India level as well as Global level.
Governance	Presence of formal organization like KDEM to oversee policy formulation and execution	Need for focused approach tailored for the cluster similar to tier 1 city Bangalore-like initiatives for growth
Infrastructure	- Mysuru boasts unparalleled connectivity with a 10-lane highway to Bengaluru in 90 minutes, an upcoming international airport, and an existing railway junction and domestic airport for seamless travel across India. - Being India's first Wi-Fi-enabled city positions Mysuru as a tech-forward hub with a robust foundation for a digitally connected future.	- Need for state-of-the-art industrial parks and technology zones dedicated to economy activities in regions like Japan, Taiwan etc. to attract companies and foster innovation - Inadequate amenities, including potable water, which is a basic essential, create operational challenges, hinder talent acquisition, and limit long-term growth for businesses.

Summary of key action points

Focus Area	Action Points
ESDM	- Need to provide land to develop manufacturing capabilities - Need for dedicated schemes to develop ESDM cluster - Co-promote ESDM activities with the help of private industrial clusters - Attract anchor companies to start manufacturing base in Mysuru - Attract passive component manufacturing
IT/ITeS	- Invite top 5 IT companies to start operations in Mysuru with special package - Map medium scale companies with high attrition rates in Tier-1 cities - Focus on US medical healthcare IT industry
GCC	- Invite top IT companies to open more number of technology centres in Mysuru - Need for midsize GCC and need PR around it

Focus Area	Action Points
Start-ups and Innovations	• Promote RLI (Research-Led Innovation) • Collaboration with existing innovation base • Paid internship programs • Create a portal to aid in relocation and returning of mid-level professionals to Mysuru
Talent	• Offer incentives to retain talent in Mysuru • Need for skillset mapping in-line with the IT landscape requirement • Industry participation in skilling at campuses • Paid internship programs • Creation of a portal to aid in relocation and returning of mid-level professionals to Mysuru
Branding	• Launch digital marketing and exclusive PR campaigns for Mysuru clusters • Exclusive PR campaigns intended to highlight the Beyond Bengaluru initiative • Identify a brand ambassador to promote the Beyond Bengaluru initiative • Creation of LinkedIn forum for marketing industries of Mysuru. • Marketing of successful case studies in Mysuru • Marketing the lifestyle of Mysuru
Governance	• Establishing an Industry led governance structure for efficient and accountable decision-making • Implementing effective program management guidelines to increase efficiency and achievement • Regular reporting and monitoring to ensure transparency and accountability in progress • Prioritizing transparency and outcome tracking to build public image • Addressing Hindrances that industries face from regulatory bodies and nodal agencies.
Infrastructure	• Establish more number of SEZs • Develop data centres • Need for enhancement of current airport • Create an employee's hostel to be taken care of by the industrial association to solve commutation issues of the talent. • Creation of sector specific incubators.

4.1 EMPOWERING MYSURU'S ESDM (ELECTRONIC SYSTEM DESIGN AND MANUFACTURING) CLUSTER

Introduction

Mysuru has steadily evolved into a notable destination for **Electronics System Design and Manufacturing (ESDM)**. As of 2020, the region hosted over **150 small, medium, and large enterprises (SMLEs)** with established technical capabilities in **designing, prototyping, assembling, and testing** a wide range of electronic systems.

These firms specialize in key verticals such as **firmware development, Real-Time Operating Systems (RTOS), PCB fabrication, system-level programming, and simulation-based testing**. In addition to end-to-end hardware development, some enterprises offer **full-spectrum outsourcing services** — from concept design to engineering and final realization — positioning Mysuru as an emerging full-stack ESDM hub.

4.1.1. Key objectives to achieve the goal of developing ESDM cluster

- **Develop an electronic manufacturing ecosystem:** Establish an ecosystem comprising of more than 2,000 diverse enterprises, encompassing SMEs, along with anchor companies like Samsung, Thales and Siemens.
- **Develop an end-to-end manufacturing ecosystem:** Offer comprehensive solutions that cover every stage of the process, including advanced-level design, development, prototyping, mass production and testing for various sectors such as avionics, defense, medical electronics, consumer electronics, railways and aerospace, and outer space applications (developing instruments destined for satellites and control stations).
- **Solve global supply-chain issues of critical components:** Develop Mysuru cluster as a component level globally recognized manufacturing hub which is capable enough to solve supply-chain constraints with respect to printed circuit boards.

4.1.2. Key recommendations from KDEM

- **Need to provide land to develop manufacturing capabilities:** There is a need to develop a strong manufacturing base in Mysuru which is capable enough to develop high quality printed circuit board components. Allocating 20-40-acre land for the ESDM cluster to create a manufacturing base. If KIADB (Karnataka Industrial Area Development Board) is unable to provide the same, KDEM should identify private lands and develop cluster in PPP mode.
- **Need for dedicated schemes to develop ESDM cluster:** It's imperative to offer dedicated support to the Electronics System Design and Manufacturing (ESDM) sector. The government should introduce specialized schemes beyond existing policies, specifically tailored to incentivize anchor companies to establish themselves within the PCB manufacturing supply chains, including laminate and copper suppliers.
- **Co-promote ESDM activities with the help of private industrial clusters:** Private industrial area development should be actively engaged in, and discussions should prioritize collaboration with these entities. By fostering dialogue and cooperation, the manufacturing industry in Mysuru can collectively promote the growth and development of private industrial clusters in the region.

- **Attract anchor companies to start manufacturing base in Mysuru:** Special attention should be directed towards companies such as ISOLA, PANASONIC, RAJAS, and TUC, particularly those involved in laminate and copper production.
- **Attract passive component manufacturing:** Focused efforts should be undertaken to attract passive component manufacturing. It's crucial to establish key partnerships in the realm of component manufacturing, with the government taking proactive steps to identify and allocate designated land within the PCB Park specifically for passive component manufacturing.

4.1.3. Typical budget required to develop ESDM cluster

Budget Components		Total (INR Crores)
Infrastructure Development (EMC 2.0 Setup)	Land acquisition and development	260
	State-of-the-art facilities (Testing labs, Plug & Play)	
	Shared technical facilities (PCB manufacturing, clean rooms)	
Incentives & Support Programs	Industry-specific incentives (Automotive, Drone, EV)	300
	R&D Subsidies	
	Market access programs	
Capacity Building & Talent Development	Skill development with educational institutions	185
	Industry-academia R&D collaboration	
Marketing & Investment Attraction	Global roadshows & investment summits	160
	Digital campaigns & promotional activities	
Operational Costs (Cluster Management)	Cluster management & coordination	95
	Administrative support	
	Contingency Fund (5% of Total Budget)	
Grand Total		Total = 1,000 Crores



Budget Phase Highlights

- **Year 1 (2025-26):** Focus on core infrastructure development and launching initial support programs. Major investments will go into establishing the EMC 2.0 facilities and land acquisition.
- **Years 2-3 (2026-28):** Emphasis on scaling up incentives, talent development, and ramping up marketing efforts to attract investments. This phase includes strengthening industry-academia R&D collaboration.
- **Years 4-6 (2028-31):** Focus on global market access, increasing FDI, and achieving operational excellence within the cluster. Enhanced efforts in promotion, investment summits, and digital outreach.
- **Contingency Fund:** A reserve to accommodate any unexpected expenses or adjustments to the project plan.

This structured budget plan provides a roadmap for developing the Mysuru ESDM cluster into a globally competitive ecosystem, leveraging targeted investments and strategic partnerships across the outlined focus areas.

4.1.4. Estimated timeline to each action points suggested by KDEM

Action Item	Target Year	Outcome
Dialogues with existing industries	2025	Will encourage companies like ISOLA, Panasonic, RAJAS, and TUC to start manufacturing
Introduction of specialized scheme other than existing schemes	2026	Incentives will help anchor companies to establish PCB manufacturing supply chains
Engagement of private industrial area development bodies	2027	Promote the growth and development of private industrial clusters in the region
Allocation of land	2028	Will help build a strong manufacturing base in the cluster



4.1.5. ESDM Cluster Solutions & Programs

Solution	Target Year	Outcome
Set up a World-Class ESDM Incubation Centre in Mysuru	2025	Foster innovation and accelerate the growth of startups in the ESDM sector, offering R&D facilities, prototyping labs, and mentoring.
Develop a Robust Electronics Manufacturing Cluster in Mysuru	2025	Establish Mysuru as a manufacturing hub for ESDM, attracting both domestic and international companies, and creating jobs.
Strengthen the ESDM Skill Development Program in Collaboration with Academia	2025	Build a skilled workforce ready to meet the needs of the ESDM industry, enhancing talent availability for the sector.
Launch a Centre for Advanced Electronics Testing and Certification	2025	Provide world-class testing and certification services to ESDM companies, ensuring compliance with international standards.
Develop an ESDM Export Promotion and Networking Platform	2025	Facilitate easier access to global markets for ESDM products and solutions, promoting exports and expanding international business partnerships.
Encourage Investment in Green and Sustainable Electronics Manufacturing	2025	Position Mysuru as a leader in sustainable and eco-friendly electronics manufacturing, attracting green-tech investors and businesses.
Collaborate with Global ESDM Leaders to Create Strategic Alliances	2026	Build strategic partnerships with international ESDM giants, enhancing the global competitiveness of Karnataka's ESDM sector.
Establish an ESDM Research & Development Hub Focused on Emerging Technologies (e.g., IoT, 5G, and AI)	2026	Promote cutting-edge innovation in the ESDM field, leading to the development of next-generation electronics products and services.
Create a Policy Framework for Incentives and Support for ESDM Startups	2026	Facilitate the growth of ESDM startups by providing financial and policy incentives, driving entrepreneurial growth in the sector.
Host Annual ESDM Industry Summits and Conferences	2025-26	Foster networking, knowledge exchange, and collaboration within the ESDM ecosystem, attracting global players and investors to Karnataka.

The roadmap for Mysuru's ESDM sector is both **ambitious and structured**—spanning infrastructure, innovation, and international competitiveness. Backed by a ₹991 crore phased investment plan and led by KDEM, this cluster is primed to emerge as **India's leading Tier-2 electronics manufacturing hub**.

Through focused interventions—ranging from **anchor firm attraction to export enablement and sustainable manufacturing**—the Mysuru ESDM cluster is envisioned to contribute significantly to Karnataka's \$300 billion digital economy goal by 2030.

4.2. FOSTERING IT/ITES INFRASTRUCTURE IN MYSURU: STRATEGIC APPROACHES

Introduction

Karnataka continues to lead India's digital economy, with **IT exports reaching ₹3.2 lakh crore in 2022, contributing 42% to the national share**. Within the state, **Mysuru stands as the second-largest IT exporter**, accounting for approximately **₹5,000 crore**, backed by robust industry presence and a favorable business ecosystem.

This growth is primarily driven by anchor companies such as **Infosys, Larsen & Toubro (L&T), Wipro Technologies**, and **Software Paradigms India**, along with nearly **50 active IT firms** operating across **five industrial zones**. The upcoming **Special Economic Zone (SEZ)** at Kochanahalli further adds to the city's appeal.

With a unique blend of **cost-effective infrastructure, skilled talent, and high quality of life**, Mysuru is strategically positioned to evolve from a support center to a **self-sustained, innovation-led IT/ITeS cluster**.

4.2.1. Key objectives to achieve the goal of developing IT/ITeS cluster

- **Attract large-scale companies:** Attracting large-scale employers will have multifaceted benefits for the cluster that extend far beyond mere job creation. These employers serve as catalysts for economic growth, injecting vitality into local economies through increased consumer spending, tax revenues, and strategic investments in infrastructure. Moreover, their presence fosters a culture of innovation and knowledge transfer, as they often bring cutting-edge technologies, processes, and best practices to the region.
- **Positioning Mysuru as a Biotechnology and Cosmetic Technology Hub:** Leveraging Mysuru's legacy in sandalwood, natural botanicals, and wellness traditions, the city can strategically position itself as a significant hub for Biotechnology, Cosmetic Technology, and Agri-biotech innovation.

4.2.2. Key recommendations from KDEM

- **Invite top 5 IT companies to start operations in Mysuru:** Efforts should be made to engage with the top five IT employers in Bengaluru, wherein a delegation comprising industry leaders from Mysuru, spearheaded by KDEM, should fervently advocate for the establishment of branch offices in Mysuru.
- **Map medium scale companies with high attrition rates in Tier-1 cities:** In cities like Bengaluru, Chennai, and Hyderabad, initiate the mapping of businesses with employee sizes ranging from 100 to 300 seats, particularly those experiencing attrition rates exceeding 20%. These companies typically have small decision-making groups capable of swiftly relocating to new locations, provided they can secure quality talent replacements outside of major metropolitan areas. Offering soft landing support to decision-makers and companies would greatly facilitate the transition and encourage them to establish offices in tier-2 and tier-3 cities.

Category	Year 1 (crore)	Year 2 (crore)	Year 3 (crore)	Year 4 (crore)	Year 5 (crore)	Total (crore)
Infrastructure Development	145	100	118	90	62.5	515.5
Skill Development and Talent Pool	22	16.5	16.5	11	11	77
Incentives for Companies	45	34	56	34	34	203
Marketing and Promotion	5.5	5.5	4.4	3.3	3.3	22
Administrative and Operational Costs	44	44	33	33	28.5	182.5
Total Annual Budget	261.5	200	227.9	171.3	139.3	1,000



4.2.3. Estimated timeline to each action points suggested by KDEM

Solution	Target Year	Outcome
Set up a World-Class IT/ITeS Incubation Centre	2025	Foster innovation in the IT/ITeS sector, providing R&D facilities, incubation support, and mentorship.
Develop a Robust IT/ITeS Cluster	2025	Establish Mysuru as a key hub for IT/ITeS operations, attracting both domestic and international companies.
Strengthen IT/ITeS Skill Development Program (e.g., MIT Mysuru)	2025	Build a skilled workforce tailored to the IT/ITeS industry's needs, enhancing talent availability.
Launch an Advanced IT/ITeS Testing and Certification Centre	2025	Provide top-tier testing and certification services to IT/ITeS companies, ensuring international compliance.
Develop an IT/ITeS Export Promotion and Networking Platform	2025	Simplify access to global markets for IT/ITeS products, promoting exports and international networks.
Encourage Investment in Green and Sustainable IT/ITeS Operations	2025	Position Mysuru as a leader in sustainable IT operations, attracting green-tech investors.
Collaborate with Global IT/ITeS Leaders to Build Strategic Alliances	2026	Build strategic partnerships with global IT/ITeS giants, enhancing the global competitiveness of Karnataka.
Establish an IT/ITeS R&D Hub Focused on Emerging Technologies	2026	Drive innovation in cutting-edge IT/ITeS fields (e.g., AI, ML, Blockchain), developing next-gen solutions.
Create a Policy Framework for Incentives and Support for Startups	2026	Provide policy and financial support to IT/ITeS startups, encouraging growth and entrepreneurship.
Host Annual IT/ITeS Industry Summits and Conferences	2025	Facilitate networking, knowledge exchange, and collaboration, attracting global players to Mysuru.

Conclusion

Mysuru's digital transformation is anchored in a bold IT/ITeS strategy that aligns **infrastructure, talent, innovation, and sustainability**. Backed by a **₹1,094 crore investment roadmap** and policy-level support from KDEM, the city is on track to become one of India's most promising Tier-2 IT clusters.

This initiative not only aims to **decentralize digital growth from Bengaluru** but also to **position Mysuru as a long-term node in India's global IT value chain**. With dedicated incubation, skilling, exports, and ecosystem partnerships, the Mysuru IT/ITeS cluster is expected to contribute significantly to Karnataka's \$300 billion digital economy ambition by 2030

4.3. FOCUS ON CREATING A GCC HUB

Introduction

Mysuru is positioned as a focal point for the establishment of Global Captive Centers by numerous multinational corporations (MNCs) in India. This assertion is drawn from a study conducted collaboratively by Jones Lang LaSalle Incorporated (JLL), a global commercial real estate services company headquartered in London, and CRE Matrix, a Mumbai-based real estate data analytics company.

As of 2022, there are 1500 Global Captive Centers (GCCs) operating in India, with an anticipated addition of approximately 500 more to be included by the year 2026. More than 1,500 GCCs are located in Bengaluru and Hyderabad with 42% and 16% share respectively.

According to a study conducted in 2021, Global Captive Centers (GCCs) in India currently employ 13 lakh people and contributes Rs.3.7 lakh crores to the Indian GDP. The study further projects that by 2026, the revenues generated by GCCs will increase to USD Rs. 6.7 lakh crores.

While Bengaluru holds the predominant number of GCCs in India, with Mysuru being just 140 km away, poised to benefit from a spillover effect. The satellite centers of these GCCs in Bangalore are expected to be the initial pioneers in establishing a presence in Mysuru.

Some of the GCCs present in Mysuru include

- In 2021, IBM inaugurated its latest IBM Client Innovation Center (CIC) in Mysuru, India. This initiative aims to bolster the swift, technology-fueled economic expansion in the area and deliver extensive consulting services in hybrid cloud and AI technology. IBM's Client Innovation Center (CIC) aims to recruit more than 10,000 employees worldwide, thus helping Mysuru to strengthen its talent pool.
- On March 2023, L&T Technology Services (LTTs) unveiled a GCC in Mysuru, Karnataka, leveraging the capabilities of the cloud through Amazon Web Services (AWS). This initiative will enable L&T Technology Services to migrate its range of technologies centered around the future of mobility, thereby increasing the number of specialized talent pool within the cluster.

4.3.1. Key objectives of the cluster

- **Strengthen the talent pool across multiple domains within the cluster:** GCCs typically create a large number of job opportunities across various functions such as IT, finance, HR, legal, and more. By offering a diverse range of positions, they attract talent from different backgrounds and skill sets.
- **Create a network of skilled workforce:** GCCs often invest in training and upskilling programs for their employees. This not only enhances the capabilities of their workforce but also makes them more employable within the city's job market, thus contributing to the overall talent pool.
- **Offering Competitive Compensation and Benefits:** Due to the critical nature of work and requirement of specially trained talent pool, GCCs offers competitive salaries, comprehensive benefits packages, and perks which can make Mysuru a more attractive place for talents. This not only helps in recruiting top talent but also in retaining employees in the long run.

4.3.2. Key recommendations from KDEM

- **Invite top IT companies to open more number of technology centres in Mysuru:** Efforts should be made to engage with the top IT and ESDM employers to engage in discussions with top IT and ESDM employers of Bengaluru, wherein a delegation comprising industry leaders from Mysuru, spearheaded by KDEM, should fervently advocate for the establishment of GCCs in the region.
- **Need for GCC encouraging state policies:** The Karnataka State government should plan to develop schemes similar to PLI (production-linked initiatives) to attract GCC and chip design companies to the state in big numbers.

4.3.3. Estimated timeline to each action points suggested by KDEM

Solution	Target Year	Outcome
Develop a Spoke-and-Hub Model	2025	Increased operational efficiency and global reach, enhancing Mysuru's role in the ecosystem.
A 3-Tiered Approach to Cybersecurity (MIT Mysuru)	2026	Comprehensive hardware-based cybersecurity solutions, enhancing security for digital operations.
Attract Investment & Foster Startup Ecosystem	2026	Increased investments and scaling of IT/ITeS startups, making Mysuru a key startup hub.
Talent Development & Training Programs	2026	A skilled workforce ready for GCC operations and digital innovation, filling critical talent gaps.
Digital Infrastructure Development	2027	Robust digital infrastructure enabling business growth and connectivity for IT/ITeS companies.
Government and Industry Collaboration	2025-26	Strengthened partnership between government, industry, and academia, fostering innovation and policy support.
Marketing and Promotion	2025-26	Strong global brand recognition for Mysuru's IT/ITeS and GCC cluster, attracting international companies.

Strategic Advantages for Mysuru

- Proximity to Bengaluru's GCC ecosystem makes it a natural extension for secondary and tertiary operations.
- Lower attrition rates, reduced cost of living, and access to academic talent increase investor confidence.
- Presence of IBM and LTTS GCCs sets a precedent for other MNCs to follow.
- Availability of developable land and state support for infrastructure and policy further strengthens the case for GCC expansion.

Conclusion

Mysuru's emergence as a **Global Capability Center hub** is not a distant ambition—it is a strategic inevitability, given its locational advantage, maturing infrastructure, and government backing. By adopting the recommendations in this roadmap and executing on the ₹108–155 crore investment plan, Mysuru can attract **dozens of GCCs, create thousands of high-value jobs**, and become a core contributor to **India's position in the global digital supply chain**.

As Karnataka accelerates toward its **\$300 billion digital economy goal**, Mysuru will play a vital role as the **Tier-2 anchor for future-ready GCCs**, driving inclusive innovation and global capability expansion.

4.4. PROMOTING INNOVATION IN MYSURU: START-UP IMPERATIVES

Introduction

The startup environment in the Mysuru cluster is conducive, offering promising prospects for increased investment and job creation. The Mysuru cluster alone hosts 120 startups, with 15% of them being led by women entrepreneurs.

Key start-up industries in Mysuru cluster are cybersecurity, IT & ITES, engineering electrical & electronics, pharma and biotech, automotive, food processing, aerospace, defense, robotics, IoT, healthcare, and edutech.

The Mysuru area boasts a dynamic ecosystem that fosters entrepreneurship by establishing incubation and innovation hubs. Among these below are notable incubation centers:

- K-Tech Innovation Hub by Start-Up Karnataka
- SJCE- Science and Technology Entrepreneurs Park, founded in 1985
- Nutra-Phyto Incubation Centre & Common Instrumentation Facility, at the CSIR-Central Food Technological Research Institute, Mysuru
- NIE Center for Innovation and Start-Up by the National Institute of Engineering, Mysuru
- Vidyavardhaka College of Engineering Incubation Centre
- Sparkle Cine foundation
- Software Technology Parks of India, by Ministry of Electronics and Information Technology, Mysuru

Some of the success stories of the Mysuru cluster are

- **Kidvento**, founded in 2017, is an ed-tech company developing education products and programs for students and schools. It has raised more than Rs.45 crores in Funding and employs 200+ people with a topline of Rs.50+ crores and a valuation of Rs.375 Crores (FY 22-23).
- **Vidwath Innovative Solutions** now employs more than 130+ people with a topline revenue of Rs.23 crores (FY 22-23) and is valued at Rs.243 crores
- **Dvizira** which is into Defense and Space Manufacturing is currently in the process of raising Rs.53 crores at Rs.263 crores valuation.

- **Gritbyte Labs**, an emerging AR/VR startup, boasts a client portfolio of over 40, and in FY 22-23, it achieved a top-line revenue of Rs.4 crores (FY 22-23).
- **FAAB Invest** is India's first Green investment platform which allows retail investors to get exposure to the agricultural sector by incorporating LLPs. It has an AUM of Rs.4.2 crore+ with 9 LLPs created as of date.

Success stories in the Biotechnology sector:

- **Sami Labs:** Based in Karnataka, demonstrates successful integration of biotechnology, nutraceutical, and cosmetic innovations, illustrating potential for similar growth in Mysuru.
- **Biocon:** Exemplifies the successful establishment of biotechnology infrastructure in Karnataka, providing a model for attracting similar large-scale biotech investments to Mysuru.

Overall, nurturing technology startups enhances the region's competitiveness and position in the global economy. Recently Mysuru has taken several initiatives to support the innovation requirements of industries operating in the cluster. Some of the recent investments include the following:

- In 2022, Mysuru has set-up a COE for cyber security in the region which is spread across ~4,000 sqft. area and a physical lab which has the capability to train ~50 students.
- On December 2022, Mr. C.N. Ashwath Narayan, Minister for IT/BT and Higher Education announced that as part of the 'Beyond Bangalore' initiative, Mysuru is poised to host the establishment of an 'International Hub for Mixed Reality' – a CoE (centre of excellence) dedicated to the realm of mixed reality or the Metaverse.
- In September 2023, N.R. Narayana Murthy, the founder of Infosys, inaugurated CoE for the entrepreneurs and family businesses at the MYRA School of Business in Mysuru.

4.4.1. Key objectives to encourage innovation

- **Increase the number of technology start-ups in the cluster:** The objective of increasing the number of technology startups in the Mysuru cluster which will stimulate economic growth by attracting investment and creating employment opportunities. Secondly, it will foster innovation and collaboration within the local entrepreneurial ecosystem, leading to the development of new technologies and solutions.
- **Add more unicorns within the cluster:** CoEs will encourage the brightest minds to innovate and solve national or global level problem such as supply chain issues of ESDM or security threats from growing adoption of internet in the country. With more number of innovators participating, the chances of adding more unicorns within the cluster will also increase.
- **Encourage technology enthusiasts to innovate:** COEs can provide start-ups with access to specialized resources, such as state-of-the-art equipment, laboratories, and testing facilities, which may otherwise be prohibitively expensive for early-stage companies.
- **Provide guidance through experience:** Experienced professionals within the COE can offer mentorship, guidance, and technical expertise to start-ups, helping them navigate challenges, refine their ideas, and develop innovative solutions.

- **Create access to start-up funding:** COEs will have partnerships with investors, venture capitalists, or government agencies that provide funding and investment opportunities for start-ups. By leveraging these networks, COEs can help start-ups secure the necessary funding to fuel their growth and innovation economy.
- **Positioning Mysuru as a Biotechnology and Cosmetic Technology Hub:** Leveraging Mysuru's legacy in sandalwood and natural botanicals, the city can strategically position itself as a significant hub for biotechnology, cosmetic technology, and agri-biotech.

4.4.2. Key recommendations

First ever Cultural Innovation CoE

- **Invite large scale IT companies like Infosys to start COEs in Mysuru:** Similar to Infosys, there is a need to identify the top IT and ESM companies operating in nearby clusters like Bengaluru and encourage them to open COEs.

First in kind Entrepreneurship Residential University

- **Develop more incubation centres in Mysuru with the help of existing technical institutes:** Incubation and acceleration programs specifically designed to support early-stage startups. These programs typically provide startups with mentorship, funding, workspace, and other resources to help them rapidly grow and scale their businesses.

CoE on Deep Tech

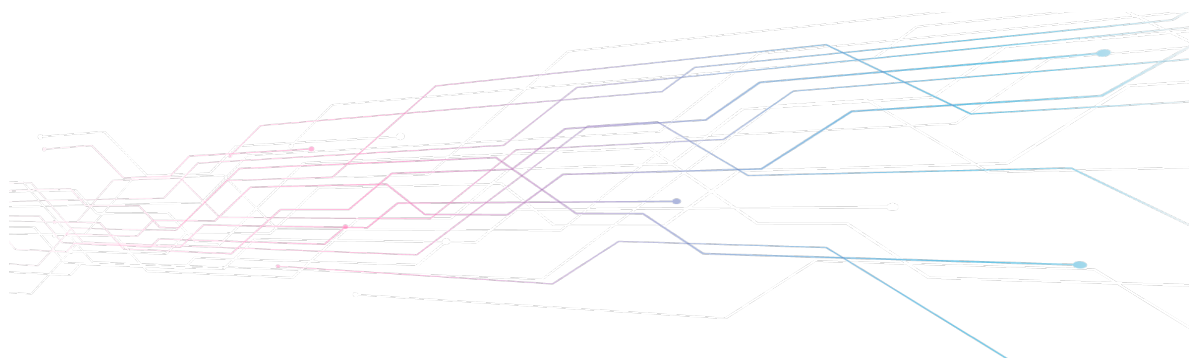
- **Establish a Biotechnology Common Facility Centre (CFC):** Develop an advanced shared facility offering research labs, testing capabilities, and innovation spaces to support startups and SMEs in biotechnology and cosmetic technology.
- **Anchor Companies:** Actively attract major companies like Biocon, Himalaya Wellness, and Sami Labs, offering them dedicated spaces within specialized biotech clusters, promoting an integrated industry ecosystem and serving as magnets for further investment.
- **Government Initiatives by Karnataka:** Capitalize on the Karnataka Biotechnology Policy 2022-27, which provides targeted incentives like infrastructure support, tax reimbursements, R&D subsidies, and streamlined single-window clearances specifically designed for biotechnology companies.
- **Cosmetic Technology Focus:** Utilize Mysuru's rich heritage in natural ingredients and traditional botanicals to attract cosmetic technology companies focused on sustainable, eco-friendly products.
- **Agri-biotechnology Integration:** Promote biotech solutions specifically tailored for agriculture and food technology sectors, strengthening local agriculture practices through innovative biotechnological interventions.

4.4.3. Typical budget estimate for developing a Startup Cluster in Mysuru

Category	3 Year Total (INR Crores)	Description
Infrastructure Development	45	Setting up co-working spaces, incubation centers, and labs to support the growth of startups.
Technology & Digital Tools	24	High-speed internet, software licenses, and digital tools to equip startups with the necessary technology infrastructure.
Talent Development	21	Training programs, workshops, and mentorship initiatives to enhance skill development for entrepreneurs.
Startup Funding Support	60	Seed funding, grants, and investment incentives for startups to kickstart their operations and growth.
Marketing & Promotion	13	Branding, events, conferences, and global outreach programs to raise the profile of the startup ecosystem.
Research & Development	30	Supporting innovation through R&D facilities, partnerships, and access to research programs.
Operational Expenses	24	Administrative costs, staff salaries, and utility expenses to maintain the day-to-day operations of the startup ecosystem.
Industry & Academia Partnership	12	Collaboration initiatives with universities and industries to foster knowledge exchange and access to expertise.
Policy and Legal Support	8	Legal assistance, regulatory guidance, and compliance costs to ensure smooth operations and adherence to regulations.
Monitoring & Evaluation	5	Regular assessments to track progress, measure impact, and optimize strategies for continuous improvement.

Outcome (End of 2030)

- Establish a strong ecosystem supporting **2,000+ startups** by 2030.
- Generate 10,000 to **15,000+ digital jobs** by 2030.
- Create a sustainable pipeline for **investment and funding**.
- Position Mysuru as a **key innovation hub**, attracting both **domestic and international companies** to fuel growth and development



4.4.4. Estimated timeline to each action points suggested by KDEM

Solution	Target Year	Outcome
Invite large-scale IT companies like Infosys to start CoEs in Mysuru	2025	Develop a technology start-up ecosystem in the cluster
Develop more incubation centers in Mysuru with the help of existing technical institutes	2026	Foster innovation and support for emerging technology startups
Establish a network of angel investors to support early-stage startups	2025	Boost seed funding opportunities for startups
Host the first Mysuru Startup Expo, attracting investors, incubators, and entrepreneurs	2025	Increase visibility and funding opportunities for startups
Launch a mentorship program in collaboration with successful entrepreneurs and industry experts	2025	Empower startups through guidance and industry insights
Create a dedicated co-working space for tech startups and scale-ups in the Mysuru cluster	2025	Foster collaboration and networking within the startup ecosystem
Develop a startup funding platform that connects local and global investors with regional startups	2026	Facilitate access to funding and investment for startups
Expand the startup ecosystem by adding more specialized incubation facilities for fintech, AI, and IoT startups	2026	Encourage diversification of startups and attract sector-specific investors
Establish partnerships with global tech giants to bring innovation-driven projects to Mysuru	2027	Create a global tech hub and attract foreign investment
Develop startup exits and acquisition strategies in partnership with venture capitalists and private equity firms	2027	Provide growth and exit options for startups
Host an annual Mysuru Innovation Summit to showcase cutting-edge startup solutions and ideas	2028	Position Mysuru as a top destination for innovative startups
Strengthen collaboration between academic institutes (e.g., MIT Mysuru) and startups for R&D	2028	Drive research and development collaborations to boost innovation
Launch an international startup accelerator program in Mysuru	2029	Attract global startups and facilitate scaling
Implement a Mysuru-based startup awards program to recognize and celebrate the most promising startups	2030	Encourage competition and excellence within the startup ecosystem

Conclusion

Mysuru's startup ecosystem holds immense promise to become **India's next deep-tech and inclusive innovation hub**. Through a combination of strategic investments, global positioning, policy support, and capacity building, the city is poised to host **2,000+ startups**, generate **15,000+ digital jobs**, and **attract international capital** by 2030.

The roadmap outlined here ensures Mysuru not only fuels Karnataka's \$300 billion digital economy ambition but also becomes a **model Tier-2 city** for innovation, entrepreneurship, and sustainable development.

4.5. CULTIVATING TALENT FOR ANCHOR INDUSTRIES: DEVELOPMENT STRATEGIES

Introduction

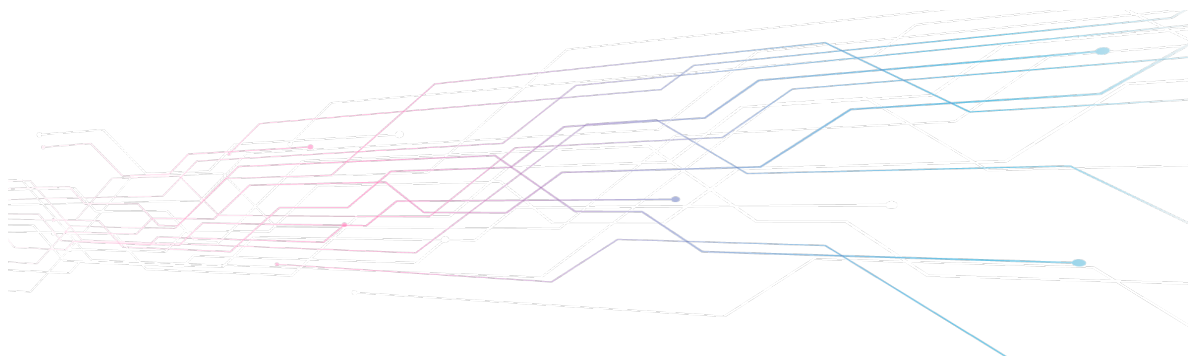
Talent is the cornerstone of a thriving innovation and digital economy. Mysuru, with its unique blend of cost advantage, high-quality educational institutions, and a growing industry presence, has emerged as a strategic location for talent development across IT/ITeS, ESDM, Biotech, and emerging tech sectors.

The region already houses over 175 colleges, including 21 engineering institutions, and produces nearly 20,000 graduates annually. Leading academic expansions—such as the global campus of JSS Academy of Higher Education & Research (JSSAHER) and RV University's Mysuru entry—are strengthening its role as a hub for future-ready talent.

The current talent landscape of Mysuru

As per industry experts, Mysuru possesses the following capabilities

Domain	Skill	# of employees
IT	Quality Assurance & Testing and Information Management System	11,000
	Application Development & Maintenance	19,000
Business Process Management	Finance and accounting	8,000
	HR and knowledge services	11,000
Engineering R&D	Software products	13,000



Mysuru cluster has several advantages over Tier-1 cities like Bengaluru, these include. As per industry experts, here are a few advantages

- 30% lower talent costs
- 10% lower hiring costs
- Easier access to talent and significantly lower attrition
- Comparable skill availability at a more sustainable cost

Expanding Beyond IT: Biotech & Cosmetic Tech Talent

Beyond these traditional strengths, Mysuru is now emerging as a key hub for specialized sectors like Biotechnology and Cosmic Technology, fueled by cutting-edge research institutions, engineering colleges, and new R&D initiatives. These areas offer tremendous opportunities for talent expansion, R&D-driven startups, and innovation ecosystems beyond traditional IT/ITeS domains.

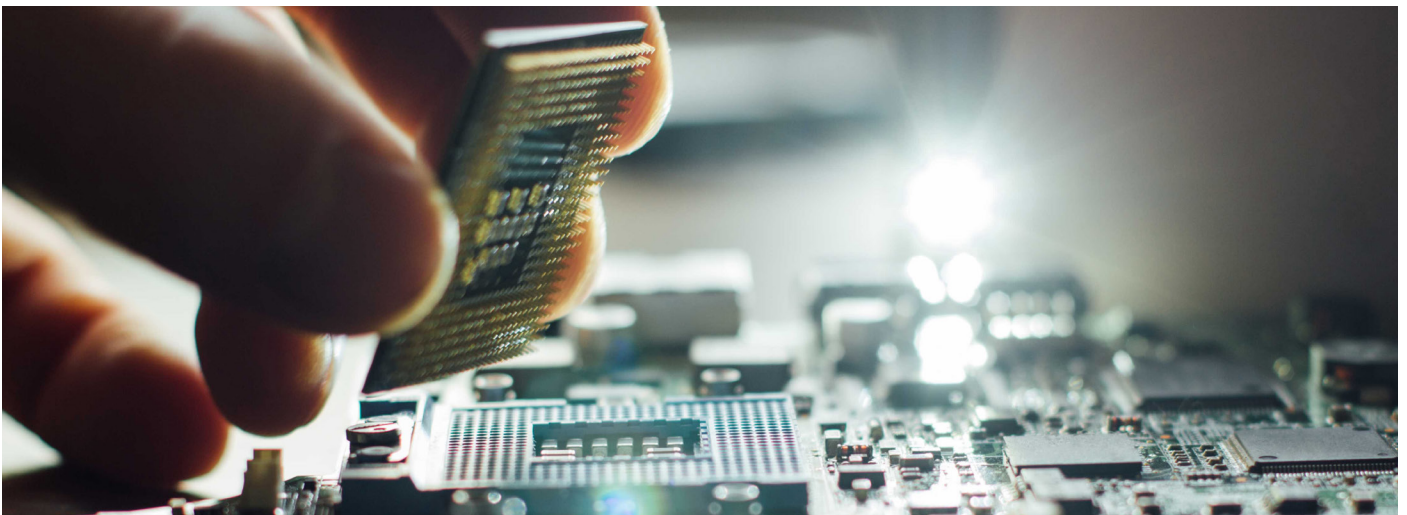
With major investments from institutions like JSS Academy of Higher Education & Research (JSSAHER) establishing a global campus, and RV University building its new Mysuru presence, the talent landscape is poised for rapid scaling. Supported by over 175 colleges, including 21 engineering institutions producing nearly 20,000 graduates annually, Mysuru presents strong opportunities for industry-academia collaboration across multiple high-growth sectors.

Local Success Examples

- Sami Labs: Headquartered in Karnataka, Sami Labs demonstrates successful integration of biotechnology, nutraceuticals, and cosmetic innovations. It serves as an ideal model for similar growth opportunities in Mysuru.
- Biocon: Karnataka's largest biotechnology company, Biocon exemplifies how early investment in biotech infrastructure led to global recognition, providing a blueprint for Mysuru's biotech ambitions.

4.5.1. Key objectives to achieve the goal of developing appropriate talent

- **Develop talent in-line with the requirement of the targeted employers:** Developing talent in line with the requirements of targeted employers is crucial to bridge the skills gap, ensure workforce readiness, and enhance employability, thereby fostering a symbiotic relationship between talent supply and demand in the job market.



- **Retaining talent in Mysuru:** Retaining talent in Mysuru is paramount for fostering regional economic growth and sustainability. A skilled and experienced workforce forms the backbone of any thriving economy, driving innovation, productivity, and competitiveness. As a result, Mysuru becomes an attractive destination for both businesses and individuals, contributing to long-term investments from targeted IT companies.

Strategic Initiatives Led by KDEM

- **Industry-Academia Connect Program:** Facilitate structured partnerships between educational institutions and industries, involving industry leaders in curriculum development and practical training.
- **Talent Mapping and Industry Alignment:** KDEM will undertake skillset mapping to align the educational programs closely with industry requirements, ensuring that graduates possess market-ready skills.
- **Industry-Prescribed Skilling and Internships:** Collaborate with local colleges to implement industry-prescribed training modules, supported by structured internship programs during students' final semesters.
- **Specialized Training under PMKY and CMKY:** Utilize state government-sponsored training initiatives, in collaboration with local institutions, to provide focused skill development in critical sectors such as IT, ESDM, and emerging technologies.
- **KDEM-Driven Partnerships:** Facilitate collaborations between academic institutions and industries through initiatives such as skill centers and talent accelerators, incentivizing participation from students and faculties.

4.5.2. Key Recommendations from KDEM

- **Offer incentives to retain talent in Mysuru:** Special incentives should be offered to incentivize individuals to remain in or return to their hometowns. By providing such incentives, individuals are more likely to stay rooted in their hometowns, fostering a sense of belonging and contributing to the region's economic and social development.
- **Building a Job-Ready Workforce:** To bridge the industry-academia gap, Mysuru cluster can introduce mandatory internship/apprenticeship programs with local companies, create an "adopt-an-institution" program for industry to guide curriculum and student projects. Further, the cluster should offer faculty internship programs to ensure educators stay current with industry trends in terms of technology and other contemporary aspects. All these initiatives are aimed at graduating job-ready students and strengthening the cluster's talent pipeline.
- **Need for skillset mapping in-line with the IT landscape requirement:** It is essential to conduct a mapping of skill sets and job roles at the cluster level. This data can then be utilized to present to potential Global Capability Centers (GCC) and other IT service sector organizations across India. Map suitable talent with the required skill sets ensuring sustainability to make desirable workforce available for the targeted companies.
- **Industry-Academia Connect Program:** Facilitate structured partnerships between educational institutions and industries, involving industry leaders in curriculum development and practical training.

- **Talent Mapping and Industry Alignment:** KDEM will undertake skillset mapping to align the educational programs closely with industry requirements, ensuring that graduates possess market-ready skills.
- **Industry-Prescribed Skilling and Internships:** Collaborate with local colleges to implement industry-prescribed training modules, supported by structured internship programs during students' final semesters.
- **Specialized Training under PMKY and CMKY:** Utilize state government-sponsored training initiatives, in collaboration with local institutions, to provide focused skill development in critical sectors such as IT, ESDM, and emerging technologies.
- **KDEM-Driven Partnerships:** Facilitate collaborations between academic institutions and industries through initiatives such as skill centers and talent accelerators, incentivizing participation from students and faculties.
- **kill enhancement through Nipuna:** A state-wide program providing industry-aligned training in emerging technologies through public-private partnerships to build a globally competitive and employable workforce.

4.5.3. Typical budget required to develop skilled talent in Mysuru

Budget Plan for Developing Skilled Talent Ecosystem (in INR Crores)

Category	Total	Description
Infrastructure Development	61.5	Setting up skill centers, digital infrastructure, and expansion.
Curriculum Design & Updates	24.2	Developing and updating industry-relevant courses and certifications.
Training Programs & Upskilling	137.5	Conducting technical training, soft skills workshops, and bootcamps.
Digital Learning Platforms	35.2	Investment in e-learning tools, content creation, and software.
Industry Collaborations	77	Partnering with industry leaders for internships, apprenticeships, and mentorship.
Faculty Training & Development	32.9	Upskilling faculty and educators in new technologies and teaching methods.
Career Services & Placement Support	56.1	Enhancing job placement services, organizing job fairs, and industry tie-ups.
Marketing & Community Outreach	22	Promotion of skill development programs and awareness campaigns.
Research & Analytics	21.9	Continuous assessment of program effectiveness and skill demand analysis.
Operational & Administrative Costs	39.6	Staff salaries, utilities, and other operational expenses.

Expected Outcomes by Year 5

- **50,000+ Skilled Professionals:** Trained in high-demand technologies such as AI, data science, cybersecurity, and software development.
- **80%+ Job Placement Rate:** In emerging tech fields, with strong ties to both domestic and international companies.
- **30+ Industry Partnerships:** Established for real-world training, internships, and career placement, ensuring that the training aligns with market needs.
- **Sustainable Ecosystem:** A long-lasting talent ecosystem that continuously upskills professionals to match the evolving job market.
- **Positioning Mysuru as a Leading Talent Hub:** The region will be recognized nationally and globally as a key talent provider for the IT/ITeS and emerging tech industries.

4.5.4. Estimated timeline to each action points suggested by KDEM

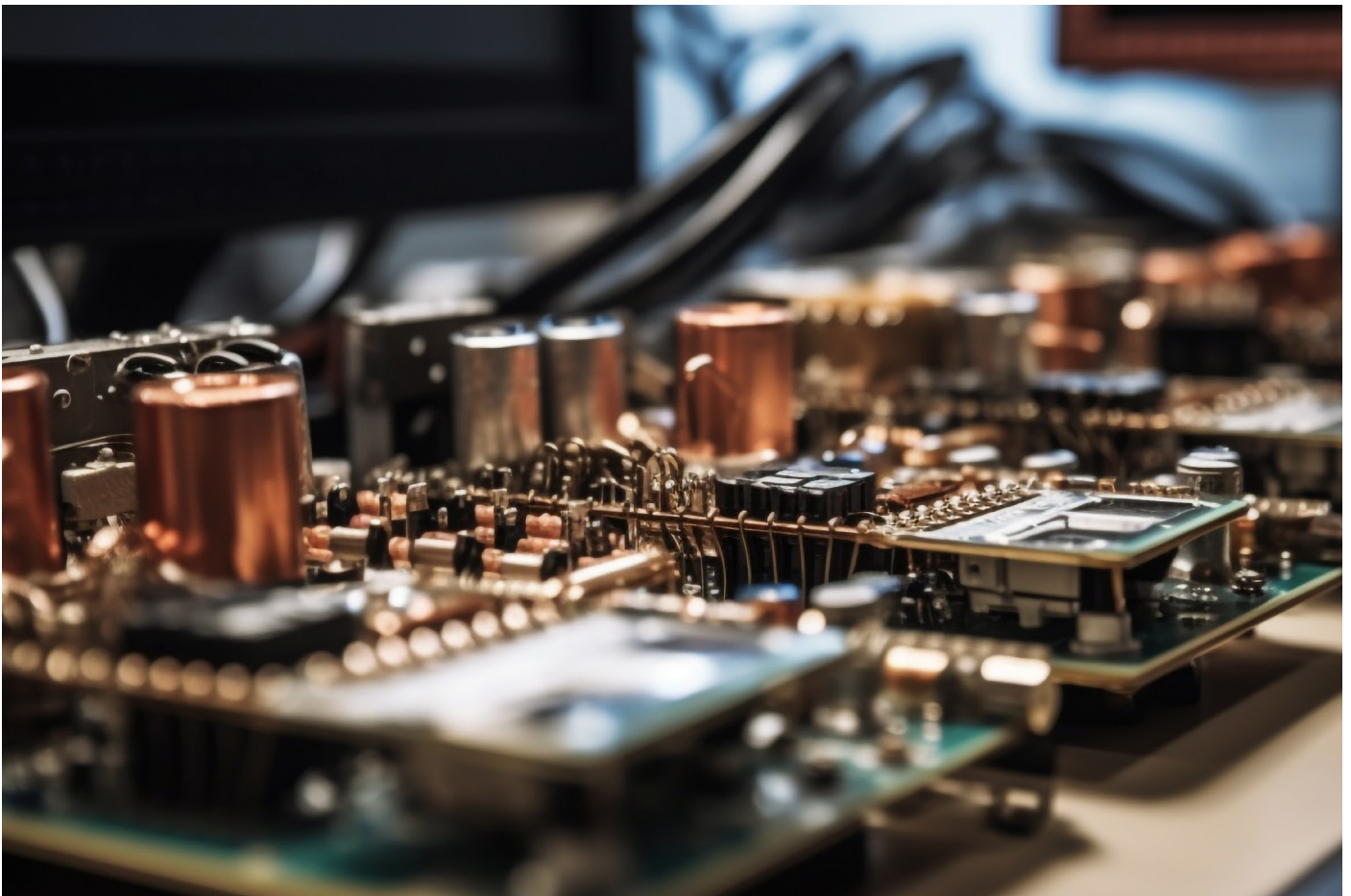
Solution	Target Year	Outcome
Skillset mapping	2025	Develop talent landscape in-line with the IT and ESDM landscape
Offer incentives to retain talent in Mysuru	2025	Strengthen talent pool of the cluster
Establish skill centers and co-working spaces	2026	Provide infrastructure for talent development
Launch pilot training programs for emerging technologies	2025	Equip workforce with skills in high-demand technologies
Collaborate with industries for internships and placements	2025	Facilitate hands-on experience for students and professionals
Develop and update curriculum in collaboration with industries	2025	Ensure alignment of courses with industry needs
Faculty training and development initiatives	2025	Enhance teaching capabilities for advanced technologies
Expand digital learning platforms	2025	Offer scalable and accessible learning options for the workforce
Increase industry partnerships for talent development	2026	Build stronger industry ties to enhance real-world training
Launch job placement services and career support	2026	Improve job placement rate and career growth opportunities

Solution	Target Year	Outcome
Host job fairs and industry networking events	2026	Facilitate job market exposure for trained professionals
Create and promote scholarships for tech education	2027	Encourage more students to enter the tech ecosystem
Sustainability of talent ecosystem through continuous upskilling programs	2027	Ensure continuous talent growth and skill enhancement
Position Mysuru as a leading talent hub for emerging technologies	2028	Build national and international recognition for Mysuru's talent pool

Conclusion

Mysuru's transformation into a **next-generation talent hub** will be instrumental in driving the region's competitiveness in IT/ITeS, ESDM, biotechnology, and emerging tech. Through strategic partnerships, robust investments, and institutional reforms, the city can train and place **50,000+ skilled professionals**, create a sustainable skilling ecosystem, and attract long-term industry interest.

By 2030, Mysuru is well-positioned to emerge as one of **India's leading Tier-2 digital talent cities**, seamlessly supporting Karnataka's \$300 billion digital economy ambition.



4.6. DEVELOP MYSURU AS THE “MYSURU: INDIA’S HERITAGE TECH CITY”

Introduction

Mysuru has long been celebrated for its cultural legacy, educational institutions, and governance heritage. Over the past decade, the city has also emerged as a significant technology hub—becoming the **second-largest IT exporter in Karnataka**, home to over **50 IT/ITES companies**, and a rising base for **startups, ESDM, and GCC investments**.

With a fast-evolving infrastructure landscape and a vibrant entrepreneurial culture, Mysuru is uniquely poised to brand itself not just as a Tier-2 IT city, but as **“India’s Heritage Tech City”**—a modern innovation zone rooted in tradition, inclusivity, and long-term sustainability.

4.6.1. Key objectives for the cluster

- **Position Mysuru as the Preferred Technology Destination in India:** Establish Mysuru as the first choice for companies and entrepreneurs in IT/ITES, ESDM, GCCs, and biotech sectors.
- **Drive Investment, Visibility, and Global Branding:** Promote the city nationally and internationally using digital campaigns, infrastructure readiness, and strategic partnerships.
- **Foster a Tech-Driven Growth Model Integrated with Culture:** Blend Mysuru’s historical identity with its emerging innovation economy to create a distinct and enduring brand.

4.6.2. Key recommendations from KDEM

- **Launch Digital Marketing campaigns for Beyond Bengaluru clusters -** To expand the reach of the cluster’s business, they need to launch digital marketing and dedicated PR campaigns targeting the Beyond Bengaluru clusters. These clusters present a unique opportunity for them to tap into a new market and attract potential customers. By implementing a well-planned digital marketing strategy, they can increase their online visibility and enhance their brand’s reputation.

The digital market initiative can use **#doittheMYSURUway** to create high and unique visibility helping in creating brand awareness and track performance of the initiative. Also, it is important to emphasize Mysuru’s strengths and position it as the ‘Second Silicon City of Karnataka’.

- **Exclusive PR campaigns intended to highlight the Beyond Bengaluru initiative:** A dedicated PR campaign can help them establish a positive image in the eyes of their target audience and create a buzz around their products or services. Therefore, it is crucial for them to focus their efforts on these clusters to achieve their business objectives effectively.
- **Identify brand ambassador to promote the Beyond Bengaluru initiative:** The objective is to find a suitable brand ambassador who can effectively promote the Beyond Bengaluru initiative and help increase its reach. The ambassador will be responsible for creating awareness about the initiative and its benefits, as well as encouraging people to participate in it. It is important to identify someone who has a strong following and influence in the relevant industry or community, and who can successfully communicate the message of Beyond Bengaluru to a wider audience.

4.6.3. Typical Budget Estimate for Developing Mysuru as 'Second Silicon Valley of India' (INR Crores)

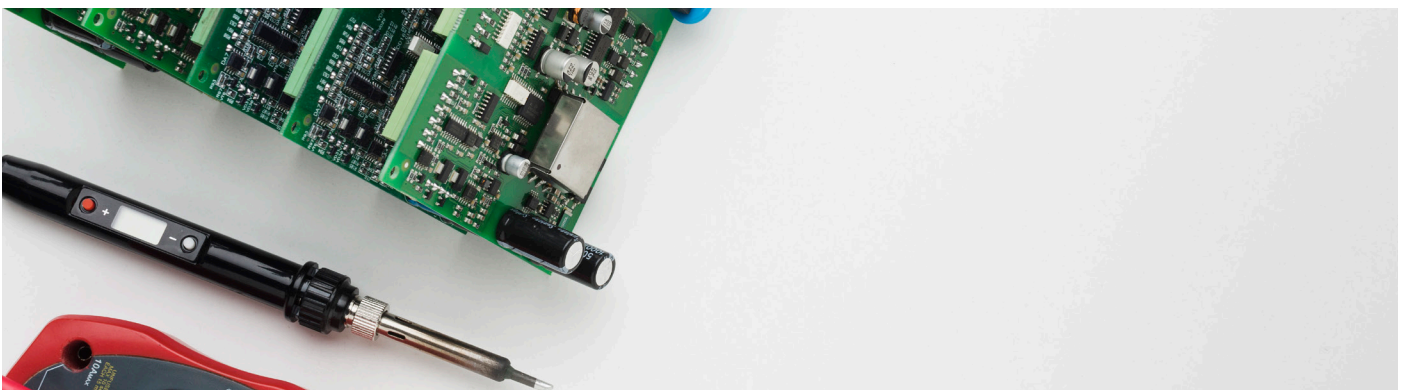
Category	Total Budget (INR)	Description
Digital Marketing Campaigns	15-21 Crore	Implementing a digital marketing strategy to increase visibility and brand awareness with the #doittheMYSURUway campaign.
PR Campaigns for Beyond Bengaluru	11-16 Crore	Exclusive PR campaigns to highlight the strengths of Mysuru and position it as the 'Second Silicon City of Karnataka.'
Brand Ambassador Engagement	4-7 Crore	Identifying and engaging a suitable brand ambassador to promote the Beyond Bengaluru initiative.
Infrastructure Development & Expansion	28-37 Crore	Expanding infrastructure for technology companies, startups, and talent development (co-working spaces, incubation centers, etc.).
Industry Collaboration and Partnerships	18-25 Crore	Partnering with industry leaders to establish Mysuru as a technology hub, including mentoring and investment facilitation.
Talent Development and Workforce Upskilling	23-29 Crore	Developing and implementing skill-building programs and initiatives to prepare the local workforce for the evolving tech landscape.
Start-up Support & Ecosystem Development	30-37 Crore	Establishing a strong ecosystem for tech startups, including funding, mentorship, and incubation support.
Technology Infrastructure (Cloud, IT tools)	12-16 Crore	Investment in digital infrastructure and technology tools for startups and businesses in Mysuru.
Marketing & Community Engagement	8-11 Crore	Promotional activities, awareness programs, and community events to attract global attention to the Mysuru cluster.
Legal & Policy Advocacy	3-6 Crore	Legal, policy support, and regulatory facilitation to ease business establishment and operations in Mysuru.
Total Estimated Budget	148-194 Crore	

Expected Outcomes by End of Year 3

- Establish Mysuru as a major tech and innovation hub, attracting more IT/ITES, ESDM, and GCC companies.
- Increase startup activity and expand the local tech ecosystem with 200+ startups.
- Position Mysuru as the “Second Silicon Valley of India” through increased visibility, infrastructure, and industry collaborations.
- Secure international and national investment and recognition for Mysuru as a tech hub.
- Development of a skilled workforce capable of meeting the needs of emerging technology sectors.

4.6.4. Outcome with timeline

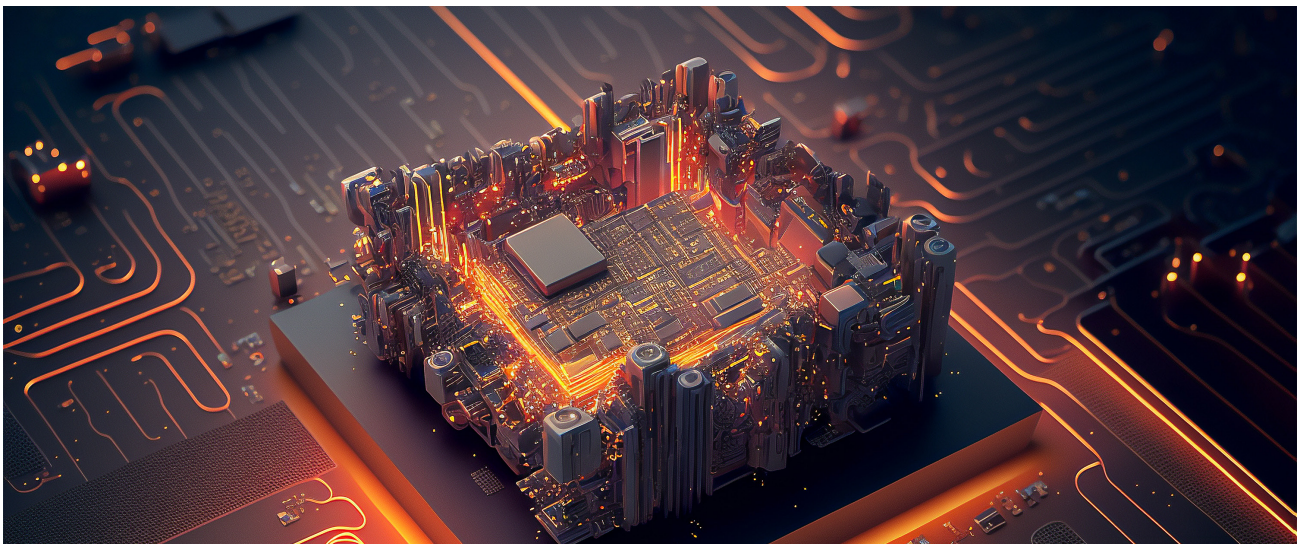
Solution	Target Year	Outcome
Launch Digital Marketing Campaigns for Beyond Bengaluru	2025	Establish Mysuru as a prominent brand and increase online visibility with the #doittheMYSURUway campaign.
Exclusive PR Campaigns for Beyond Bengaluru Initiative	2025	Increase media presence and create a buzz around Mysuru's strengths, positioning it as Karnataka's second tech hub.
Identify Brand Ambassador for Beyond Bengaluru	2025-26	Secure a well-known figure to promote Mysuru's growth as a technology and innovation hub, enhancing outreach.
Expand Infrastructure for Technology & Start-up Ecosystem	2025-26	Establish co-working spaces, incubation centers, and digital infrastructure to accommodate emerging tech companies.
Strengthen Industry Collaboration & Partnerships	2025-26	Form 20+ partnerships with global technology leaders, facilitating investments, internships, and mentorship.
Talent Development and Upskilling Initiatives	2025-27	Train 10,000+ professionals in high-demand tech skills, aligning workforce capabilities with industry requirements.



Solution	Target Year	Outcome
Develop Start-up Ecosystem	2025-27	Launch 100+ startups in Mysuru, creating a self-sustaining ecosystem supported by mentorship, funding, and resources.
Increase Marketing & Community Engagement	2025-26	Organize 30+ community and tech events, raising awareness and building a local ecosystem of entrepreneurs and tech professionals.
Strengthen Legal & Policy Advocacy for Ease of Business	2025-26	Improve regulatory frameworks, leading to a 15-20% increase in the number of businesses establishing operations in Mysuru.
Build International & Domestic Investment Partnerships	2026-27	Attract INR 200+ Crore of investment in technology, startups, and infrastructure, positioning Mysuru as a key tech hub.

Expected Outcomes by 2028

- **Mysuru as a Preferred Technology Hub:** Positioned as the “Second Silicon Valley of India,” with significant international recognition.
- **Robust Start-up Ecosystem:** 200+ tech startups in the region, supported by a strong incubation and mentorship network.
- **Skilled Workforce:** Over 50,000 trained professionals in emerging technologies, with a 90%+ job placement rate.
- **Infrastructure Development:** Co-working spaces, innovation labs, and digital infrastructure supporting 100+ companies.
- **Increased Investments:** Over INR 500 Crore in investments across infrastructure, startups, and technology sectors.
- **Global Recognition & Branding:** Mysuru to be recognized nationally and internationally for its thriving tech ecosystem, attracting major tech companies, startups, and investors.



4.7. COLLABORATIVE GOVERNANCE FOR THE EFFECTIVE CLUSTER GROWTH: THE MYSURU MODEL

Introduction

Effective governance is the backbone of sustained cluster development. The **Mysuru cluster** operates under a unique and collaborative governance model that brings together **government leadership, industry anchors, and community stakeholders** to align economic aspirations with structured program implementation.

At the heart of this model are two institutional mechanisms

- An **Executive Committee** led by **prominent industry leaders** from the cluster.

This multi-stakeholder approach ensures a **shared ownership model** that combines policy vision, execution capability, and industry insight, thereby ensuring responsiveness, transparency, and accountability.

4.7.1. Key objectives for the cluster

- **Chart a Strategic Course:** Define a long-term development path for the Mysuru cluster aligned with Karnataka's digital economy roadmap. Key responsibilities include prioritizing target sectors (IT/ITES, ESDM, GCCs, Startups), setting investment goals, job creation benchmarks, and infrastructure milestones.
- **Foster Continuous Improvement:** Introduce impact-driven governance by tracking outcomes using quantifiable metrics. Regular reviews by the Governing Body will drive data-informed decisions and iterative improvements in program design and delivery.

4.7.2. Key Recommendations From Kdem

Establish a Clear Governance Framework

- Define roles, responsibilities, and authority levels for each stakeholder—KDEM, government departments, industry bodies, academic institutions, and ecosystem partners.
- Create standard operating procedures (SOPs) for planning, decision-making, and conflict resolution to ensure consistency and efficiency.

Implement Program Management Guidelines

- Develop guidelines covering:
 - » Initiative design and approval
 - » Resource allocation and budgeting
 - » Risk management and mitigation
 - » Monitoring & evaluation protocols
- These will provide a standardized template for how all Mysuru cluster initiatives are launched, monitored, and assessed.

Enable Real-Time Reporting & Monitoring

- Design and deploy a dashboard-based tracking system that measures:
 - » Number of GCCs and satellite offices established
 - » Startups incubated and accelerated
 - » Investments attracted
 - » Employment generated
 - » Policy and infrastructure initiatives completed
- Generate quarterly progress reports for internal reviews and bi-annual reports for public dissemination.

Prioritize Transparency and Ecosystem Trust

- Publicly share milestones, timelines, achievements, and budget utilization.
- Encourage feedback loops from startups, industry bodies, investors, and academia to make the governance system open, collaborative, and inclusive.

4.7.3. Typical governance structure

Component	Chair	Composition	Key Role
Executive Committee	Lead Industry Anchor(s) from Mysuru	Government officials, cluster partners, academia	Operationalize projects, resource deployment, execution oversight
Cluster Team (Ops)	Cluster Head (KDEM Mysuru Lead)	PMU, consultants, industry program managers	Day-to-day management, reporting, liaison with stakeholders

Scope of Stakeholders:



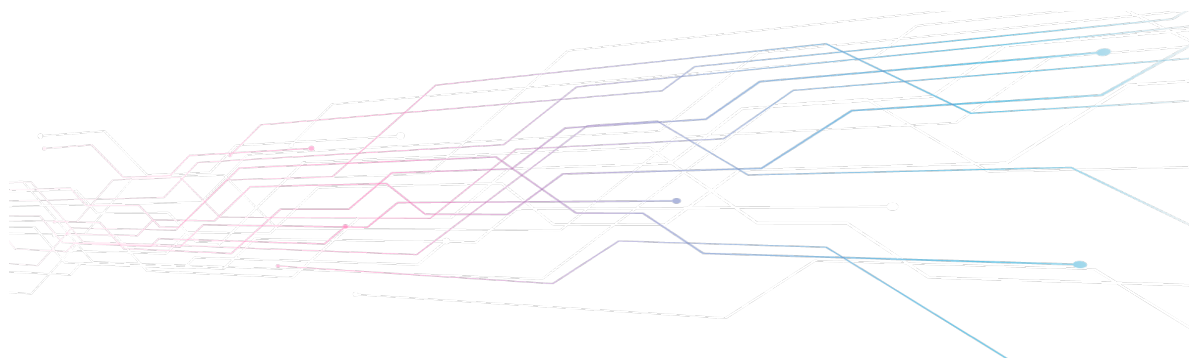
Executive Committee

1. Set goals, objectives, and performance metrics for the program.
2. Execute the enterprise growth program according to the strategic direction set by the analysis report and governing body and detailed implementation plans, timelines, and deliverables.
3. Allocate financial and human resources to support the program's activities and allocate resources efficiently to achieve program objectives.
4. Advocate for the program and its impact on the local economy and community.
5. Collaborate with partners to leverage resources and expertise to support program objectives.
6. Collate and analyse data to measure program outcomes and impact.
7. Develop and implement a communication and outreach strategy to raise awareness of the program.
8. Promote the program's successes, achievements, and impact through various channels.

Executive Committee: To be chaired by the lead industry anchors and nominated representatives from the clusters and the Government to meet every month at the clusters physically/virtually. The suggested date can be the 8th of every month.

Executive Committee	Role of the representative
Industry Anchor from each cluster	Convenor
Vice President, KDEM	Co-Convenor
KUM, Department of I & C	Nominated member
Department of Skills	Nominated member
GM, IT Department	Nominated member
Labour Department	Nominated member
Nominated Industry member – 3 Cluster	3 members from Mysore, Mangaluru and HDB
Nominated Industry Body	

Quarterly Mysuru Group (Cluster leaders and KDEM) should meet and work towards making successful implementation of recommendations.



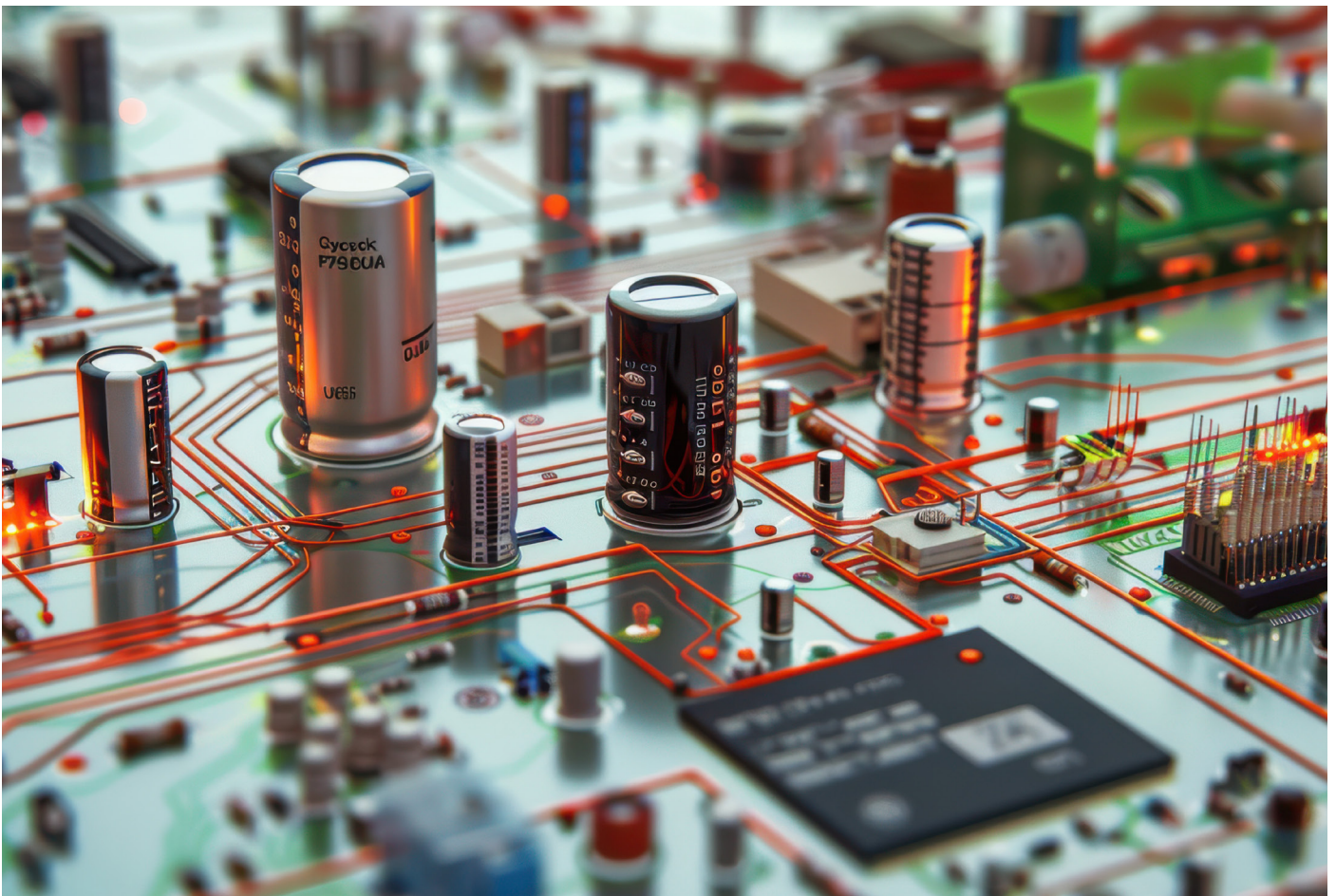
3.7.4. Estimated timeline to each action points suggested by KDEM

Solution	Target Year	Outcome
Establishing a clear governance structure	2025-26	Will enable more efficient and accountable decision-making
Implementing effective program management guidelines	2025-26	Increased efficiency and achievement of Mysuru's cluster vision.
Regular reporting and monitoring	2025-26	Provide increased transparency and accountability in progress.
Prioritizing transparency and outcome tracking	2025-26	Allow increased public trust and measurable progress.

Conclusion

Mysuru's governance model for cluster growth represents a **replicable and scalable template** for other emerging tech hubs in India. Its **multi-stakeholder, data-driven, and transparent approach** ensures that the **ambitions of economic development** are met with **clarity, collaboration, and consistency**.

By institutionalizing collaborative governance under KDEM's leadership, the Mysuru cluster is well-positioned to deliver measurable results in innovation, job creation, and global recognition.



4.8. NEED TO DEVELOP INFRASTRUCTURE TO SUPPORT MYSURU CLUSTER GOALS

Introduction

Infrastructure is the bedrock of any successful technology cluster. For the Mysuru cluster to realize its vision of becoming a national leader in IT/ITeS, ESDM, and Global Capability Centers (GCCs), it must rapidly scale its **plug-and-play commercial infrastructure, digital connectivity, talent-oriented amenities, and logistics capabilities**.

With growing investor interest, the presence of 50+ tech companies, and national recognition as Karnataka's second-largest IT exporter, Mysuru now requires a future-ready physical and digital ecosystem to unlock the next phase of sustainable, inclusive growth.

4.8.1. Current Infrastructure Snapshot

Plug-and-Play Commercial Infrastructure

- **10,000 seats** offered by real estate partners via KDEM; **4,000 seats already occupied**
- **Gopalan Infrastructure:** 1 million sq.ft under development (200,000 sq.ft ready in 6 months)
- **Global Technology Centre:** 160,000 sq.ft; capacity for 3,000 seats under construction

Physical Infrastructure

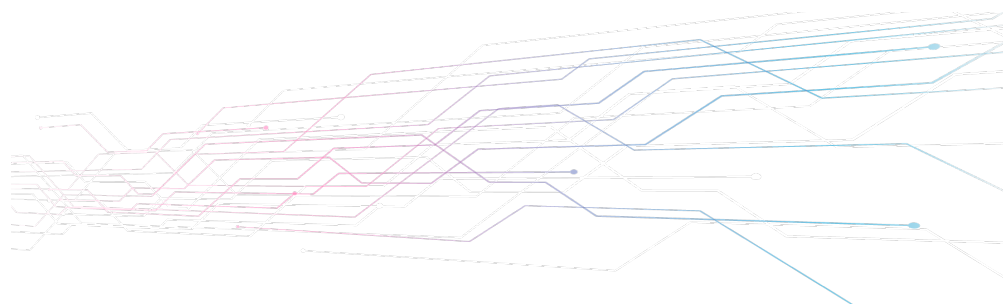
- 90-minute connectivity to Bengaluru via a **10-lane expressway**
- **Rail junction, domestic airport**, and upcoming international airport in development
- India's **first Wi-Fi-enabled city**
- Existing airport handles ~200 passengers/day – **significant scope for enhancement**

Commercial & Social Amenities

- 3,500+ hospitals, including **JSS, Apollo, Columbia Asia, and Narayana Hrudalaya**
- Luxury hotels and 6 shopping malls (Forum, Central, Garuda, etc.)
- Premium residential properties by **Sobha, Brigade**, and others

4.8.2. Key Objective of the cluster

- **Develop basic infrastructure capable to support the operations of IT, ESDM, and GCCs** - IT, ESDM, and GCCs require office spaces equipped with modern amenities such as reliable power supply, high-speed internet connectivity, and efficient cooling systems to support their operations effectively.
- **Provide modern landscape to attract talent:** The new generation of talent pool always look for aesthetically attractive and technically superior workplaces.



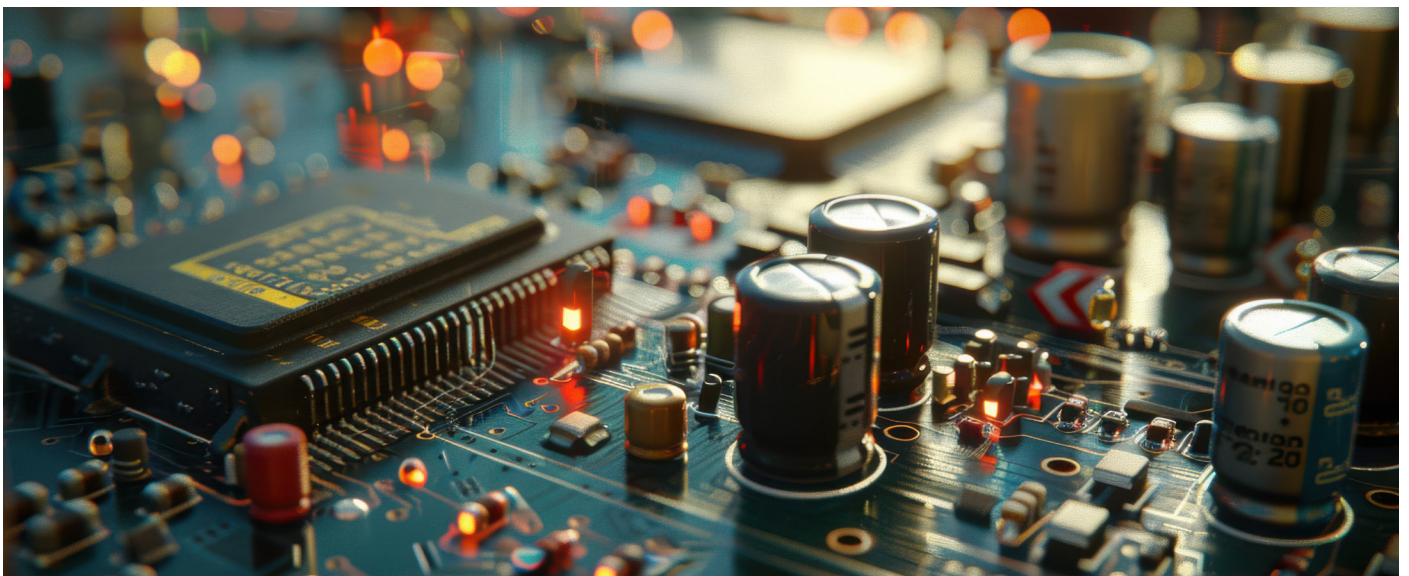
4.8.3. Strategic Solutions

- **Establish more number of SEZs:** Development of more number of special economic zones, with modern infrastructure and favourable regulatory frameworks can attract IT companies, ESDM firms, and GCCs to set up operations. These zones provide a conducive environment for business growth and investment.
- **Develop data centres:** Data centres are crucial for IT companies and GCCs to store and process large volumes of data securely. Robust infrastructure is needed to ensure data centres have uninterrupted power supply, advanced cooling systems, and stringent security measures.
- **Need for enhancement of current airport:** There is a need to enhance the existing domestic airport capabilities by a minimum of 10X from current levels of servicing 200 passenger per day. On the other hand, an international airport should also be constructed in order to accommodate the transport of key delegates of international companies.

4.8.4. Budget Plan for Infrastructure & Ecosystem Development

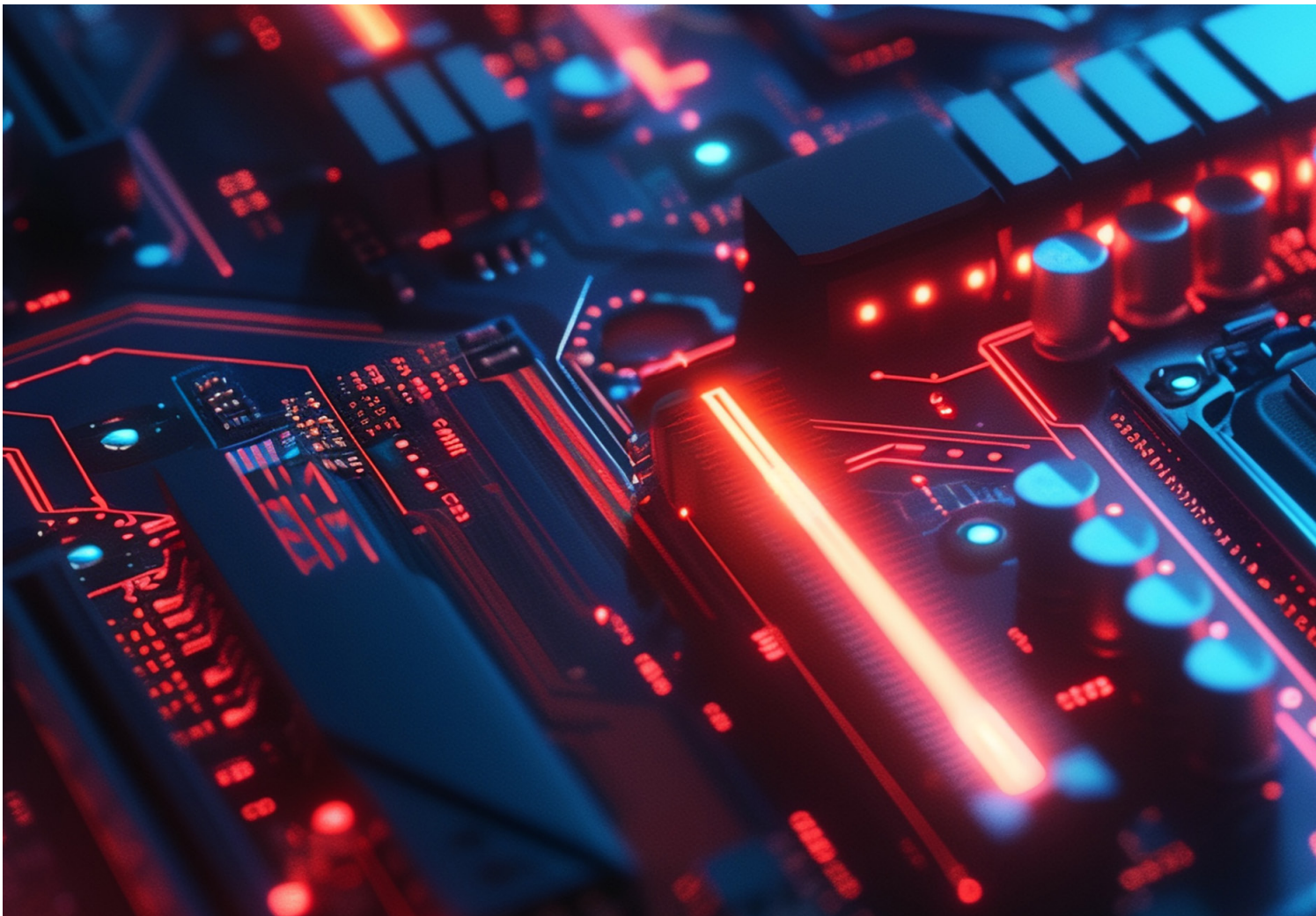
Component		Total (INR in crores)	Expected Outcome
Infrastructure Development	Land Acquisition and Development	40	Provide space for IT parks, office hubs, and co-working spaces.
	IT Parks, Office Spaces & Co-Working Hubs	80	Create flexible workspaces and state-of-the-art infrastructure for tech businesses.
	Upgrading Connectivity (Roads, Transport)	50	Ensure seamless transport and logistics for business operations.
	Digital Infrastructure (5G, Internet)	35	Enable high-speed internet and digital services across the cluster.
Total Infrastructure Costs		205	Establish world-class facilities to attract tech companies and startups.
Talent Development & Skilling	Digital Skilling Programs & Certifications	50	Develop digital skills through training programs for fresh graduates and professionals.
	Centers of Excellence ESDM, Cybersecurity and Metaverse)	50	Establish specialized CoEs to foster innovation in emerging technologies.
	Industry-Academia Collaborations & Grants	25	Partner with universities for R&D projects and offer grants for collaborative innovations
Total Talent Development Costs		125	Build a skilled workforce aligned with industry needs, enhancing employability.

Component		Total (INR in crores)	Expected Outcome
Incentives for Companies & Startups	Subsidies for Office Space & Co-Working	25	Reduce operational costs for companies establishing their base in Mysuru
	Tax Incentives & Financial Grants	100	Encourage investment through tax benefits and financial grants for new businesses.
	Seed Funding & Venture Capital Support	125	Support early-stage startups with seed funding and attract venture capital investments
Total Incentive Cost		250	Attract GCCs, MNCs, and startups by offering financial incentives and support.
Marketing, Branding & Global Outreach	Hosting Global Tech Events, International Roadshows & Delegations & Summits	25	Showcase the cluster's potential by hosting international events and conferences and Conduct roadshows and delegations to attract global companies and investors.
	Digital Marketing & Branding Campaigns	10	Launch branding campaigns to reposition Mysuru as a leading tech destination.
Total Marketing & Branding Costs		35	Strengthen brand positioning and attract international attention to the Mysuru cluster.
Miscellaneous & Contingency	Legal & Compliance	5	Ensure regulatory compliance and handle legal requirements smoothly.
	Administrative & Operational Expenses	15	Over ongoing administrative and operational costs for smooth functioning.
Total Miscellaneous Costs		20	Manage unforeseen expenses and operational needs effectively.



Expected Year-Wise Outcomes

Year	Expected Outcomes
Year 1 (2025)	Establish the foundational infrastructure; host first global tech event; launch digital skilling programs.
Year 2 (2026)	Launch CoEs; attract initial wave of GCCs and startups; conduct international roadshows for investment.
Year 3 (2027)	Scale talent development initiatives; secure partnerships with international investors and technology companies.
Year 4 (2028)	Expand infrastructure capacity; increase brand visibility; boost job creation and economic impact.
Year 5 (2029)	Achieve recognition as a top tech destination in India; sustain high growth and innovation through mature business ecosystem and partnerships.



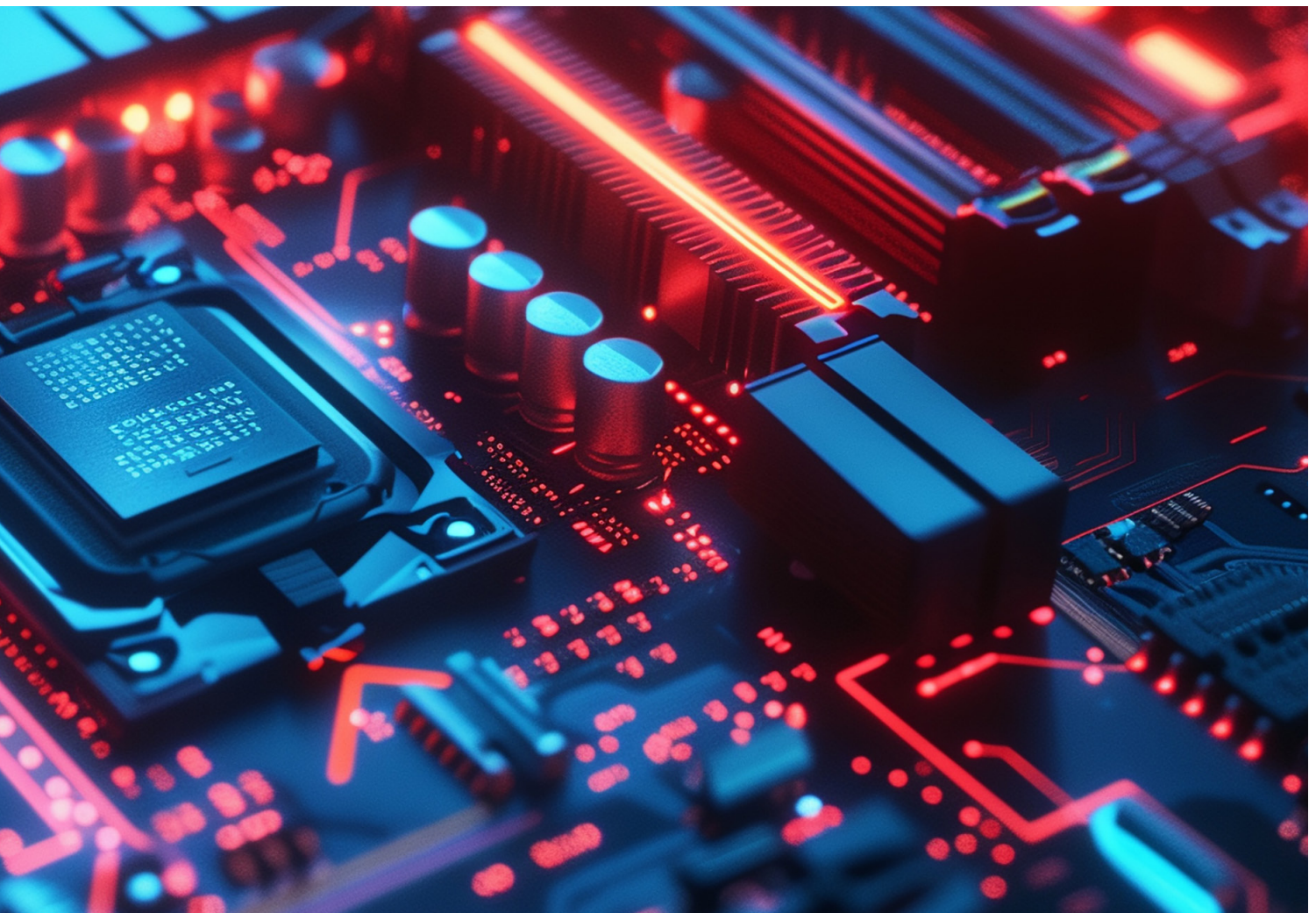
4.8.5. Outcome with timeline

Solution	Target Year	Outcome
Establish a greater number of SEZs	2027	Attract investments from IT, ESDM, and GCCs along with talent pool
Develop data centres	2026	Develop the necessary infrastructure requirement of IT/ITeS companies
Need for enhancement of current airport	2027	Attract talent and MNCs

Conclusion

The next phase of Mysuru's growth will depend on its ability to deliver world-class infrastructure, logistics, and digital capabilities. With targeted investments, regulatory support, and public-private partnerships, the Mysuru cluster can create a seamless business environment that accelerates innovation, fosters entrepreneurship, and attracts global capital.

The ₹635 crore investment plan outlined in this chapter will position Mysuru as India's most infrastructure-ready Tier-2 tech hub by 2029, fully aligned with Karnataka's broader digital economy ambitions.



Chapter 5

SUMMARY OF EXPENDITURE



Introduction

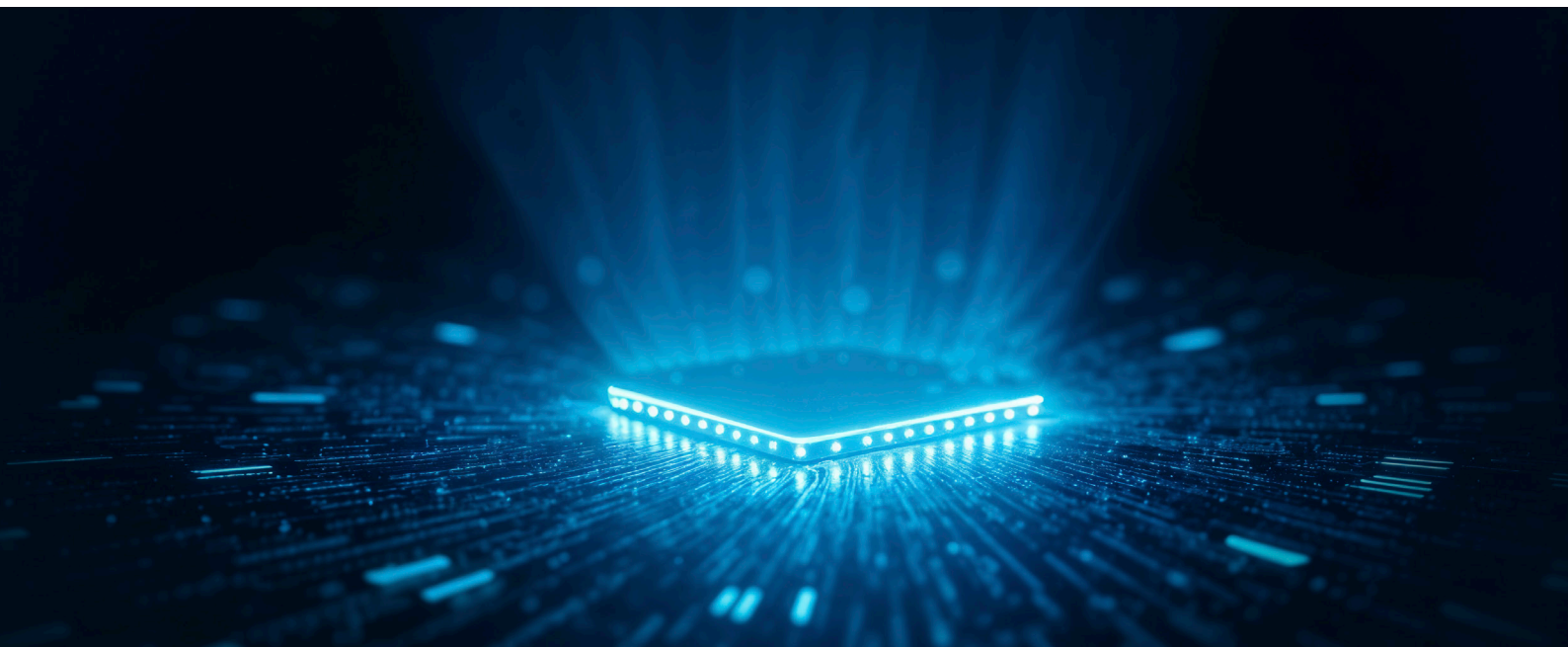
The Mysuru Cluster Vision aims to transform the region into a globally competitive digital economy hub by fostering growth in IT/ITES, ESDM, GCCs, and startup ecosystems. Realizing this vision requires a **robust, strategically aligned financial framework** that ensures efficient allocation and transparent utilization of funds across infrastructure, talent, technology, governance, and incentives.

This chapter provides a consolidated view of planned and actual/projected expenditures under key investment heads. It reflects **resource accountability, progress tracking**, and sets the foundation for future alignment with state and national economic goals.

The **Mysuru Cluster** Vision envisions an ecosystem fostering growth in IT and ESDM sectors with a comprehensive financial framework designed for efficient utilization of resources. Below is a breakdown of key expense categories:

Summary of Major Expense Categories

- **Infrastructure Development: Planned: ₹500 Cr | Actual/Projected: ₹450 Cr**
Investments support the development of state-of-the-art IT parks, logistics hubs, utilities, and shared infrastructure for technology companies. These foundational assets will house 100+ startups, 10+ GCCs, and large-scale tech operations.
- **Technology Enablement: Planned: ₹200 Cr | Actual/Projected: ₹180 Cr**
Focused on high-end IT infrastructure, ESDM fabrication units, R&D labs, and data centers. This enables cluster players to build, test, and scale hardware/software products efficiently.
- **Talent Development: Planned: ₹50 Cr | Actual/Projected: ₹40 Cr**
Includes digital skilling programs, industry-academia partnerships, Centers of Excellence (CoEs), and faculty training to ensure a steady flow of future-ready professionals in AI, Blockchain, IoT, cybersecurity, and ESDM.
- **Marketing and Promotion: Planned: ₹50 Cr | Actual/Projected: ₹25 Cr**
Global and national brand positioning through digital campaigns, investor roadshows, startup expos, and cluster-specific campaigns such as #DoltTheMysuruWay.
- **Administrative Costs: Planned: ₹20 Cr | Actual/Projected: ₹18 Cr**
Covers governance management, program implementation, staffing, compliance support, and administrative operations required to maintain the momentum of cluster activities.
- **Incentives and Subsidies: Planned: ₹100 Cr | Actual/Projected: ₹90 Cr**
Includes financial support packages for startups, SMEs, and MNCs setting up in the region—covering rental subsidies, tax breaks, and grants under KDEM's Beyond Bengaluru program.



Expense Summary Table

Category	Planned Expenditure	Actual/Projected Expenditure	Notes
Infrastructure	500 Cr	450 Cr	Includes IT park setup
Technology Enablement	200 Cr	180 Cr	Includes ESDM setup
Talent Development	50 Cr	40 Cr	Skilling initiatives
Marketing & Promotion	50 Cr	25 Cr	Branding campaigns
Administrative Costs	20 Cr	18 Cr	Cluster management staff
Incentives/Subsidies	100 Cr	90 Cr	Support for new businesses
Total	1000 Cr	803 Cr	~80% execution achieved

Collaboration and Financial Governance

To ensure prudent expenditure and optimize outcomes, KDEM will work in close coordination with

- **Government of Karnataka (IT/BT Department)**
- **District Administration of Mysuru**
- **Industry Anchors and Associations**
- **Independent Program Management Units (PMUs)**

KDEM will also maintain **third-party audits**, **quarterly progress reviews**, and **publicly shared financial dashboards** to enhance transparency and stakeholder confidence.

Key Financial Principles Guiding the Cluster

- **Outcome-Oriented Budgeting:** Link funds with measurable results such as number of startups incubated, jobs created, or tech exports generated.
- **Stakeholder Co-ownership:** Encourage private contributions (land, infra, services) to complement public investment.
- **Mid-Term Revisions:** Periodic reviews to reallocate unspent budgets to high-performing programs or scale-up opportunities.
- **Sustainability Assurance:** A phased shift from capex-heavy funding to operating self-sustained through rentals, PPPs, and service fees.

Next Steps

1. **Validation of Expenditure Statement:** Collaborate with the District Administration and industry representatives to verify actual expenditure against projected outcomes.
2. **Preparation of FY 2025–2030 Financial Plan:** Define future investment requirements under infrastructure, startup scale-up, AI/ESDM research, and international outreach.
3. **Annual Reporting Template Rollout:** Enable structured financial tracking and periodic cluster-level review meetings with state-level alignment.

Conclusion

The ₹1,000 Cr investment strategy for the Mysuru cluster is a **well-calibrated, multi-sectoral roadmap** aligned with state ambitions and global standards. With **₹803 Cr already allocated or spent**, the cluster has achieved nearly **80% financial execution**—a testament to its momentum and institutional efficiency.

As the cluster scales, this financial framework will ensure **accountable, data-backed, and high-impact delivery**, making Mysuru a benchmark for future digital economy hubs in India.



Chapter 6

POLICIES OF FUNDING



In order to attract investments within the cluster, Mysuru has already adopted the following set of policies

The Ministry of Electronics & Information Technology (MeITY) has introduced a revised version of the Electronic Manufacturing Clusters (EMC) scheme: Under this scheme, the ministry aims to establish a robust component supply ecosystem by enhancing existing clusters and establishing new ones across India. Given its early advancement in the Electronics System Design and Manufacturing (ESDM) sector, **Mysuru** has been chosen to establish a cluster named '**Lahari**'. This initiative is budgeted at **Rs.29 crores** and aims to offer the following facilities

1. Addresses the testing, quality, and regulatory requirements essential for the regional electronic industry. It facilitates access to superior technology and enables companies to ascend the product value chain. Equipped with advanced technologies and methodologies, Lahari serves as a catalyst for the growth of the local electronic industry, fostering new investments and encouraging innovative product designs.

2. Operates state-of-the-art infrastructure accredited with ISO 17025:2017 NABL standards, equipped to conduct testing in accordance with both national and international standards. The testing and certification facilities comprise EMI/EMC, Reliability, Environmental, Mechanical, Safety, and Component Testing Labs.
3. Includes designated areas for engineering activities aimed at iterative product improvement and offers consultancy services from resident experts. Lahari's objective is to assist startups by providing support in new product designs and ensuring compliance at minimal fees. In summary, the facility offers the following services to the entire electronics industry, encompassing Medical Devices, IT hardware (products & sub-assemblies/components), Power, Energy, Telecom (products such as inverters, switch gears, control gears, meters, etc.), automotive, military, and aerospace sectors
 1. Compliance and pre-compliance regulatory support
 2. Certification services
 3. Reliability testing
 4. Product safety assessments
 5. Product design assistance
 6. Start-up incubation
 7. Design consultancy services
4. Provides a contemporary guest-house facility for out-of-town guests who visit Mysuru to access the services offered by Lahari. Special pricing is available for members.

Several policy incentives were announced by the Government of Karnataka to attract investments in the cluster. These incentives include

- Up to Rs.3 crores for IT Hubs/Clusters
- Rs.2 crores for co-working spaces
- Rental reimbursement and stamp duty exemption up to Rs.6 lakhs
- PF/ESI reimbursement, power tariff concession, and patent support ranging from Rs.2-10 lakhs
- Marketing support of up to Rs.5 lakhs
- Incentives for quality certification up to Rs.6 lakhs
- R&D support up to Rs.1 crore
- Single window clearance for streamlined processes

While, there were few policies adopted, there are certain policies available at national level which can leveraged upon. Few other government policies which can help in developing the cluster and must be explored to attract investments include the following

- **Modified Program for Semiconductors and Display Fab Ecosystem:** In alignment with the vision of Aatmanirbhar Bharat and the goal of positioning India as a global hub for Electronics System Design and Manufacturing (ESDM), the Government of India has approved a comprehensive program for the development of the semiconductor and display manufacturing ecosystem in the country. This program, with a budget of Rs. 76,000 crores, includes various schemes aimed

at attracting investments in semiconductor and display manufacturing.

The Union Cabinet, in its meeting held on 21st September 2022, has approved modifications to this program, which include

1. Fiscal support of 50% of project cost on a pari-passu basis for all technology nodes under the Scheme for Setting up of Semiconductor Fabs in India.
2. Fiscal support of 50% of project cost on a pari-passu basis under the Scheme for Setting up of Display Fabs.
3. Fiscal support of 50% of capital expenditure on a pari-passu basis under the Scheme for Setting up of Compound Semiconductors / Silicon Photonics / Sensors Fab and Semiconductor ATMP / OSAT facilities in India. This scheme also includes Discrete Semiconductor Fabs.
4. The program aims to offer attractive incentives to companies engaged in Silicon Semiconductor Fabs, Display Fabs, Compound Semiconductors / Silicon Photonics / Sensors (including MEMS) Fabs / Discrete Semiconductor Fabs, Semiconductor Packaging (ATMP / OSAT), and Semiconductor Design.

Accordingly, the Modified Programme for development of Semiconductors and Display manufacturing ecosystem in India offers following Schemes

1. **Semiconductor Fabs and Display Fabs:** The Modified Schemes for Setting up of Semiconductor Fabs and Display Fabs in India shall extend fiscal support of 50% of project cost on pari-passu basis to applicants who are found eligible and have the technology as well as capacity to execute such highly capital and resource intensive projects. Government of India will work closely with the State Governments to establish High-Tech Clusters with requisite infrastructure in terms of land, semiconductor grade water, high quality power, logistics and research ecosystem to approve applications for setting up at least two greenfield Semiconductor Fabs and two Display Fabs in the country.
2. **Compound Semiconductors / Silicon Photonics / Sensors (including MEMS) Fabs/ Discrete Semiconductor Fabs and Semiconductor ATMP / OSAT Units:** The Modified Scheme for Setting up of Compound Semiconductors / Silicon Photonics / Sensors (including MEMS) Fabs / Discrete Semiconductor Fabs and Semiconductor ATMP / OSAT facilities in India shall extend fiscal support of 50% of capital expenditure on pari-passu basis to applicants who are found eligible and have the technology to execute such projects. At least 20 such units of Compound Semiconductors and Semiconductor Packaging are expected to be established with Government support under this scheme.
3. **Semiconductor Design Companies:** The Design Linked Incentive (DLI) Scheme shall extend product design linked incentive of up to 50% of eligible expenditure and product deployment linked incentive of 6% - 4% on net sales for five years. Support will be provided to 100 domestic companies of semiconductor design for Integrated Circuits (ICs), Chipsets, System on Chips (SoCs), Systems & IP Cores and semiconductor linked design and facilitating the growth of not less than 20 such companies which can achieve turnover of more than Rs.1500 crore in the coming five years.

4. Semi-conductor Laboratory (SCL): Union Cabinet has also approved that Ministry of Electronics and Information Technology will take requisite steps for modernization and commercialization of semiconductor Laboratory (SCL), Mohali. MeitY will explore the possibility for the Joint Venture of SCL with a commercial fab partner to modernize the brownfield fab facility.

- **Production Linked Incentive Scheme 2.0 for IT Hardware:** The PLI Scheme 2.0 for IT Hardware aims to enhance the manufacturing ecosystem by promoting the localization of components and sub-assemblies and allowing for a longer duration to develop the supply chain within the country. This scheme offers increased flexibility and options for applicants and is tied to incremental sales and investment thresholds to further incentivize growth. Semiconductor design, IC manufacturing, and packaging are also incentivized components of the PLI Scheme 2.0 for IT Hardware. Under this scheme, eligible companies will receive an average incentive of around 5% on net incremental sales (over the base year) of goods manufactured in India within the target segment. This incentive will be provided for a period of six years.
- **Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors (SPECS):** The scheme, as notified via Gazette Notification No.CG-DL-E-01042020-218992 dated April 01, 2020, aims to address the challenges faced by domestic manufacturing of electronic components and semiconductors, thereby bolstering the electronics manufacturing ecosystem in the country. Under this scheme, a financial incentive of 25% on capital expenditure will be provided for a specified list of electronic goods that constitute the downstream value chain of electronic products. This includes electronic components, semiconductor/display fabrication units, ATMP units, specialized sub-assemblies, and capital goods for manufacturing the aforementioned items, all of which involve high-value-added manufacturing processes.

The scheme is applicable to investments in new units as well as the expansion of capacity, modernization, and diversification of existing units. Any entity registered in India can apply under this scheme. The capital expenditure encompasses expenses related to plant, machinery, equipment, associated utilities, and technology, including Research & Development (R&D) costs. Initially open for applications for a period of 3 years from the date of its notification, the incentives under the scheme will be applicable from the date of acknowledgment of the application. Investments made within 5 years from the acknowledgment date of the application will be eligible for incentives. The scheme will be implemented through a nodal agency acting as the Project Management Agency (PMA).

- **Production Linked Incentive Scheme (PLI) for Large Scale Electronics Manufacturing:** The scheme, as notified via Gazette Notification No.CG-DL-E-01042020-218990 dated April 01, 2020, introduces a production-linked incentive aimed at boosting domestic manufacturing and attracting significant investments in mobile phone manufacturing and specified electronic components, including Assembly, Testing, Marking, and Packaging (ATMP) units. This initiative is expected to significantly enhance the electronics manufacturing landscape and position India as a global player in the electronics sector.

Under this scheme, eligible companies will receive an incentive ranging from 4% to 6% on incremental sales (over the base year) of goods manufactured in India within the target

segments. This incentive will be provided for a period of five years following the base year as defined. Initially open for applications for a period of 4 months, which may be extended, the support under the scheme will be provided for a period of five years following the base year. The scheme will be implemented through a Nodal Agency, which will act as a Project Management Agency (PMA).

Conclusion and the Way Forward

A Vision with Purpose

The **Mysuru Cluster Vision 2025** is more than a roadmap—it is a strategic declaration of Mysuru's readiness to lead India's next wave of inclusive, technology-led economic transformation. Grounded in its rich cultural heritage and academic excellence, Mysuru is uniquely positioned to blend **heritage and high-tech**, becoming a **Tier-2 innovation capital** and a **model for decentralized digital growth** under Karnataka's Beyond Bengaluru initiative.

This vision document brings together the aspirations, investments, and collective efforts of **government, industry, academia, and community** to realize a bold ambition: **positioning Mysuru as India's Heritage Tech City** and one of the most sought-after destinations for **IT/ITES, ESDM, startups, and Global Capability Centers (GCCs)**.

Key Highlights Recapped

- **₹1,000+ Crore investment framework** for infrastructure, skilling, startups, and branding
- **Focused cluster development across verticals:** IT/ITES, ESDM, Startups, GCCs, and Biotech
- **Vision milestones mapped through 2025, 2030, 2035, and 2047**, aligned with India@100
- **500+ acres in pipeline for IT/SEZs, 10,000+ talent trained, and 2,500+ startups envisioned**
- Unique branding through **#doittheMYSURUway** and structured financial support for businesses

The Way Forward: Strategic Next Steps

1. Activate a High-Powered Cluster Taskforce

- Led by KDEM, the taskforce will oversee implementation, approvals, and inter-agency coordination
- Include senior officials, industry champions, and academic partners

2. Rollout Annual Action Plans (2025–2030)

- Break down cluster goals into year-wise implementation roadmaps
- Set targets for startup support, jobs, skilling, infra deployment, and branding

3. Establish the Mysuru Digital Cluster Dashboard

- Real-time public platform tracking progress on key KPIs: jobs, startups, investments, infra, and skilling.

4. Operationalize Budgeted Programs

- Ensure timely release and utilization of funds as per the ₹1,000+ Cr financial blueprint
- Launch high-priority interventions like Global Tech Centre, SEZs, and GCC outreach campaigns

5. Globalize the Mysuru Brand

- Conduct dedicated global roadshows in the US, Middle East, and Europe
- Leverage the talent diaspora and trade bodies to promote Mysuru as a Tier-2 tech destination

Call to Action for Stakeholders

- **Government:** Continue to lead with policy innovation, investment incentives, and seamless clearances
- **Industry:** Anchor long-term growth by investing in infrastructure, mentoring startups, and hiring locally
- **Academia:** Serve as the knowledge partner—updating curricula, fostering R&D, and nurturing entrepreneurs
- **Startups & Entrepreneurs:** Leverage the robust support ecosystem and shape solutions for India and the world
- **Investors & VCs:** Explore Mysuru's untapped potential as a capital-efficient innovation ecosystem

Closing Note

Mysuru has all the right ingredients to become one of India's most admired digital economy clusters: a strong talent pipeline, high-quality of life, visionary leadership, and accelerating investor confidence.

But it will take collaborative intent, strategic execution, and continuous innovation to bring this vision to life.

The Mysuru Cluster Vision 2025 is not just a document—it is a commitment to shaping a new growth story—one where heritage meets innovation, culture enables commerce, and every citizen has a role to play in building a future-ready, inclusive digital economy.

Let's #doittheMYSURUway



Acknowledgements

We extend our heartfelt gratitude to all the stakeholders who played a pivotal role in shaping the Vision Document for the Mysuru Cluster. Your insights, expertise, and unwavering commitment have been instrumental in bringing this strategic vision to life.

Government of Karnataka – IT/BT Department

We sincerely thank the senior leadership and officials of the Department of Electronics, IT, BT, and S&T, Government of Karnataka, whose strategic guidance and policy alignment laid a strong foundation for this vision. Your continued emphasis on regional innovation and inclusive growth has empowered this initiative.

Karnataka Digital Economy Mission (KDEM)

We acknowledge the visionary leadership of KDEM and the dedication of its functional teams across verticals—Startups, GCC, ESDM, Talent Accelerator, and Beyond Bengaluru. Their cross-sectoral expertise, grassroots coordination, and programmatic support have been central to anchoring this document in action-oriented realism.

Mysuru Cluster Industry Leaders

A special appreciation goes to our industry champions and anchor companies from Mysuru, whose real-world insights, feedback on policy, and long-term thinking have significantly enriched this document. Your partnership strengthens the region's competitiveness and future-readiness.

Academia and Research Institutions

We are grateful to the universities, engineering colleges, and skill training partners who supported the development of talent-focused initiatives and innovation strategies featured in this vision. Your contribution is central to building a pipeline of future-ready professionals in the region.

Mysuru Ecosystem Partners

We acknowledge the active role played by local chambers of commerce, incubators, accelerators, and industry associations—including TiE Mysuru, CII Mysuru, STPI, and SJCE-STEP. Your collaboration has ensured that the vision is rooted in the aspirations and realities of Mysuru's dynamic business ecosystem.

Feedback Advisory & Drafting Team

Our sincere thanks to the Feedback Advisory Team, who provided strategic inputs and helped structure the vision document in a coherent, impactful, and stakeholder-friendly format. Your facilitation helped shape our ideas into a concrete, actionable narrative.

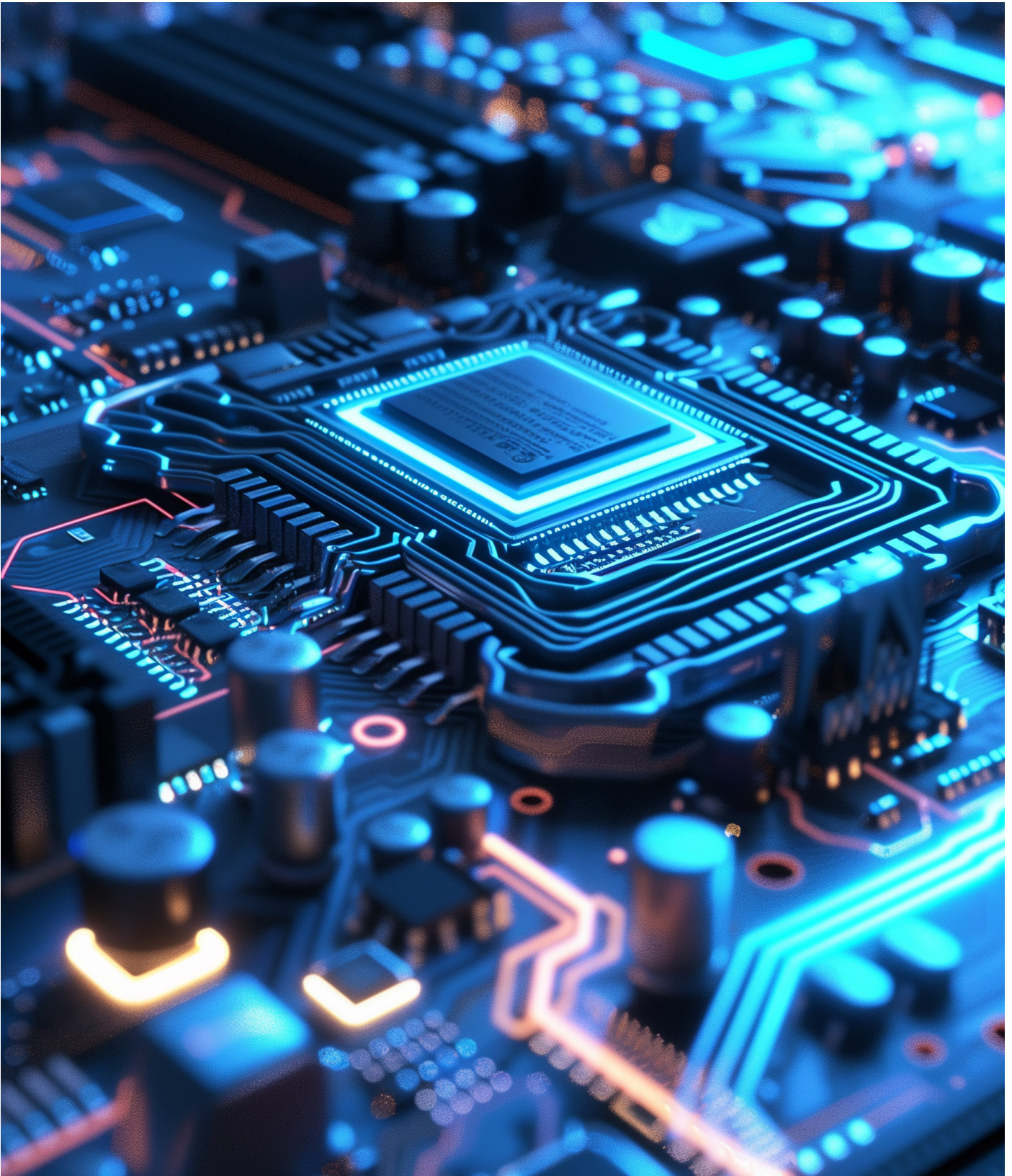
Other Supporting Departments and Stakeholders

We also appreciate the contribution of KITS, District Administration Mysuru, Infrastructure Development Department, Skill Development Department, and partner consultants whose coordination enabled the collation of critical data, policy inputs, and implementation models.

A Collective Commitment

This vision document is a testament to the collective efforts of all these stakeholders. It reflects our shared ambition to make Mysuru a thriving hub of innovation, investment, and inclusive economic growth.

We look forward to your continued collaboration in realizing this vision and in writing the next chapter of Karnataka's digital economy journey—the **Mysuru way**.



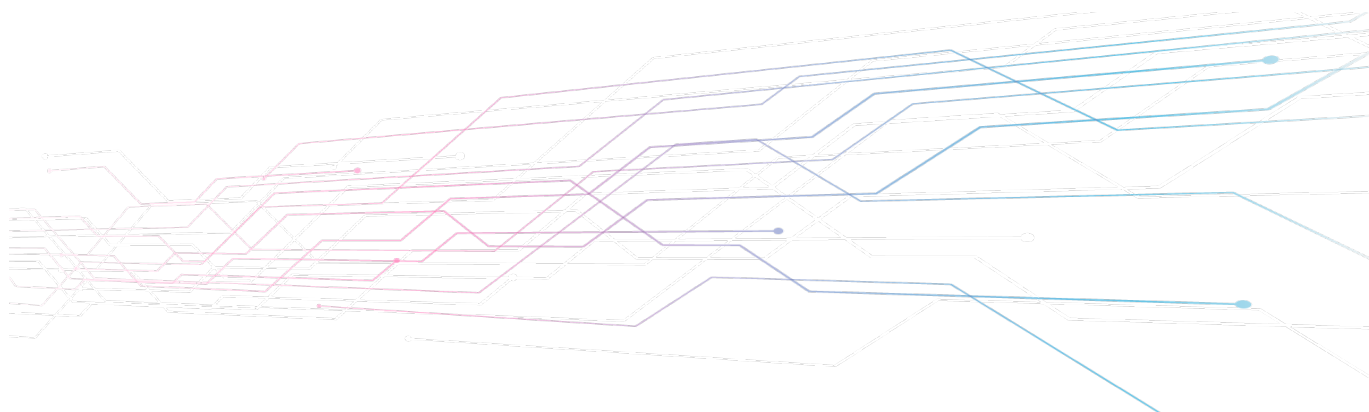
Annexure

6.1.1. Typical budget required to develop GCC cluster

Year-wise Budget for Developing GCC Cluster in Mysuru

Category	Year 1 Budget (INR)	Year 2 Budget (INR)	Year 3 Budget (INR)	Total Budget (INR)
Infrastructure Development	22-27 Crore	17-22 Crore	11-17 Crore	50-75 Crore
Site Acquisition and Land Development	5.5-7 Crore	-	-	5.5-7 Crore
Building and Construction Costs	13-16 Crore	10-12 Crore	6-8 Crore	29-36 Crore
Utilities and Infrastructure Setup	3.5-4.5 Crore	3.5-4.5 Crore	2.5-3.5 Crore	9.5-12.5 Crore
Technology Infrastructure	5.5-7.5 Crore	3.5-5 Crore	2.5-3.5 Crore	11.5-16.5 Crore
Data Center Setup and Networking	3.5-4.5 Crore	2.5-3.5 Crore	1.5-2.5 Crore	7.5-10.5 Crore
Cloud and IT Software Licenses	2-3 Crore	1-2 Crore	1 Crore	4-6 Crore
Talent Development and Hiring	6.5-8.5 Crore	2.5-3.5 Crore	2.5-4.5 Crore	11.5-16.5 Crore
Recruitment Costs (Hiring Agencies, Ads, etc.)	3.5-4.5 Crore	1.5-2.5 Crore	1.5-2.5 Crore	6.5-9.5 Crore
Training and Development Programs	2.5-3.5 Crore	1-1.5 Crore	1.5-2.5 Crore	5-7.5 Crore
Employee Benefits and Welfare	1.5-2 Crore	0.5-1 Crore	0.5-1 Crore	2.5-4 Crore

Category	Year 1 Budget (INR)	Year 2 Budget (INR)	Year 3 Budget (INR)	Total Budget (INR)
Marketing and Outreach	1.5-2.5 Crore	1.5-2.5 Crore	1.5-2.5 Crore	4.5-7.5 Crore
Branding and Promotion	0.5-1 Crore	0.5-1 Crore	0.5-1 Crore	1.5-3 Crore
Event Organization and Networking	0.5-1 Crore	0.5-1 Crore	0.5-1 Crore	1.5-3 Crore
Operational Expenses	7.5-9.5 Crore	5.5-6.5 Crore	3.5-5.5 Crore	16.5-21.5 Crore
Staff Salaries and Operational Costs	4.5-5.5 Crore	3.5-4.5 Crore	2.5-3.5 Crore	10.5-13.5 Crore
Facility Management and Security	2.5-3.5 Crore	1.5-2.5 Crore	1-1.5 Crore	5-7.5 Crore
Legal, Compliance, and Licensing Fees	1-1.5 Crore	1 Crore	0.5-1 Crore	2.5-3.5 Crore
Policy and Government Collaboration Support	3.5-4.5 Crore	1.5-2.5 Crore	1.5-2.5 Crore	6.5-9.5 Crore
Policy Consultation and Government Liaison	1.5-2 Crore	0.5-1 Crore	0.5-1 Crore	2.5-3 Crore
Incentive Programs and Support	2-2.5 Crore	1-1.5 Crore	1-1.5 Crore	4-5.5 Crore
Miscellaneous/Contingency Fund	3.5-5 Crore	1.5-2.5 Crore	1.5-2.5 Crore	6.5-10.5 Crore
Total Estimated Budget	54-79 Crore	33-44 Crore	21.5-31.5 Crore	108.5-155.5 Crore



Vision Document 2025: Mysuru Cluster

Our Shared Vision

To transform Mysuru into India's Heritage Tech City — a globally connected, locally rooted, and innovation-powered digital economy hub by 2030.

Our Commitment to Action

KDEM and the Government of Karnataka, in collaboration with the district administration and industry partners, are committed to translating the Mysuru Cluster Vision into time-bound, outcome-driven programs. Annual implementation roadmaps, cluster review meetings, and public dashboards will guide the way — ensuring transparency, stakeholder alignment, and tangible socio-economic impact.

Call to Stakeholders

We invite government departments, tech companies, academic institutions, investors, and civil society to co-create this transformation journey. Your leadership, collaboration, and investments will shape Mysuru's legacy as a lighthouse cluster for India's digital economy.

Aligned with National & State Priorities

This vision aligns with flagship initiatives like Digital India, Startup India, Skill India, Atmanirbhar Bharat, and India@100. It also reflects Karnataka's ambition of building a \$1 trillion economy — with a \$300 billion contribution from the digital sector.

Next Steps (2025–2027)

- Launch the Mysuru Cluster Implementation Taskforce
- Initiate Annual Action Plans and KPI dashboards
- Operationalize budget allocations under infra, talent, and startup pillars
- Host Mysuru Global Tech and Investment Summits
- Publish bi-annual progress reports for public and industry stakeholders

Connect with us



Mr. Sudheer Shankar

Head - Mysuru cluster

 sudheer@karnatakadigital.in

Mr. Suvin Narayan

Project Manager – Beyond Bengaluru

 suvin@karnatakadigital.in

Karnataka Digital Economy Mission (KDEM)

KEONICS, 27th Main Rd, 1st Sector, HSR Layout,
Bengaluru - 560102, Karnataka

 info@karnatakadigital.in

 www.karnatakadigital.in



**Karnataka Digital
Economy Mission**

WMC2+3FJ KEONICS, 27th Main Rd,
1st Sector, HSR Layout, Bengaluru,
Karnataka 560102



1st Floor, Sumo Sapphire, 738, 15th
Cross Rd, 6th Phase, J. P. Nagar,
Bengaluru, Karnataka 560078