

4/28/2021

Know Your Startup Ecosystem (KYSE)

Workshop 3 Report



Department of Electronics, IT & Bt
Government of Karnataka

Workshop 3

Contents

Workshop Brief: 2

Participating Departments:..... 2

Workshop Agenda: 3

Workshop Overview: 3

Workshop Outcome:..... 7

Role of Startup Karnataka:..... 8

Snapshots from the Workshop: 9

List of Participants:..... 9

Workshop 3

Workshop Brief:

Workshop Name:	Know Your Startup Ecosystem (KYSE) – Workshop 3
Speaker(s) Details:	<ol style="list-style-type: none"> 1. Dr. E.V Ramana Reddy, ACS to the Hon. Chief Minister, and ACS, Department of Electronics, IT, BT and S&T, Government of Karnataka 2. Smt. Meena Nagaraj, Director, Department of Electronics, IT, Bt and S&T and Managing Director, KITS, Government of Karnataka 3. Mr. Rajiv Prakash, CEO, Deshpande Foundation 4. Mr. Abrar Ahmed Torgal, Associate Manager, Karnataka Startup cell 5. Mr. Gudipudi Krishna Sharma, Investment Specialist, Startup India 6. Mr. Sathyanarayana B.V., TiE Board (Elect) & Chartered Member & Previous Deputy Head, Karnataka Startup Cell 7. Mr. Harsha Kikkeri, CEO, HoloSuit 8. Mr. Sumanth Prabhu, Co-founder and Director, Kidvento Education and Research Private Limited 9. Ms. Divya Bajaj, Vice President, London and Partners
Date:	28 th April 2021
Venue:	Virtual Platform
Duration of Event:	9.30 AM – 1.30 PM (4 Hrs.)
No. of Participants:	45

Participating Departments:

#	Department Name
1	Rural Development & Panchayat Raj Department, Government of Karnataka
2	Visvesvaraya Trade Promotion Centre (VTPC)
3	MSME Department, Government of Karnataka
4	Department of Sericulture, Government of Karnataka
5	Department of State Educational Research and Training, Government of Karnataka

Workshop 3

Workshop Agenda:

The Know your Startup Ecosystem (KYSE) Workshop was intended to sensitize officials from State Government Departments and PSEs about the Startup ecosystem in the state as well as in the country. The detailed agenda is shown below:-

TIME	TOPIC	SPEAKERS
9:30 AM – 9:40 AM	Welcome Address	Dr. E.V. Ramana Reddy, IAS, Additional Chief Secretary, Department of IT, BT & ST, Government of Karnataka
9:40 AM - 10:10 AM	Policy and Regulatory Environment, Startup ecosystem in India	Mr. Rajiv Prakash, CEO, Deshpande Foundation
10.10 AM – 10.45 AM	Journey of Startup Karnataka	Mr. Abrar Torgal, Associate Manager, Karnataka Startup cell
10:45 AM – 11:45 AM	Startup India Session	Mr. Krishna Gudipudi, Startup India
11:45 AM – 12:45 PM	Inspiring Innovation & Entrepreneurship, Role of GoK	Fireside Chat – 1. Mr. Sathyanarayana B.V., TiE Charter Member, Ex- Deputy Head, Karnataka Startup Cell, with 2. Mr. Harsha Kikkeri, CEO, HoloSuit, and 3. Mr. Sumanth Prabhu, Co-founder and Director, Kidvento Education and Research Private Limited
12:45 PM – 1:25 PM	Leading Practices across the Globe	Global Innovation Alliance (UK) - Ms. Divya Bajaj, Vice President, London and Partners
1:25 PM – 1:30 PM	Vote of Thanks	Smt. Meena Nagaraj C.N., IAS, Director, Department of Electronics, IT, Bt and Managing Director, KITS

Workshop Overview:

Objective:

The Department of Electronics, IT & Bt, Government of Karnataka being the nodal Department for Startups in the State, conducted an Awareness & Sensitization workshop on the Startup ecosystem of Karnataka and India. The objective of this workshop was to sensitize the State Government Department officials on the drivers, challenges, and pillars for the Startup ecosystem in the state, in the country and around the globe. This is an important step towards supporting the initiative for promoting Startups and for promoting Atmanirbhar Bharat.

Workshop 3

Welcome Address:

The workshop began with the welcome address by Dr. E.V. Ramana Reddy, IAS, Additional Chief Secretary, Department of IT, BT & ST, Government of Karnataka, who is also the Nodal officer for Startups in the State. Dr. E.V. Ramana Reddy apprised the audience regarding how the state of Karnataka has always cherished its leadership position on both the domestic as well as in the global maps of Entrepreneurship and Innovation. India's landlocked southern city of Bengaluru has emerged as the country's technology capital. Dr. E.V. Ramana Reddy also provided a brief synopsis of the support provided by Karnataka for strengthening the Startup ecosystem. Dr. E.V. Ramana Reddy encouraged the participants to make the most of the workshop by understanding the role of Startups and their collaboration with Government in building a self-reliant India.

Policy and Regulatory Environment, Startup ecosystem in India:

The workshop offered the audience a blend of panel discussion consisting of exciting panel of eminent speakers across geographies, sectors, and expertise. Participants were presented a glimpse on the amicable policy and regulatory environment of the Startup Ecosystem. Mr. Rajiv Prakash presented an overview of the Startup ecosystem in the country and shed some knowledge on the amicable policy and regulatory environment created in the country to facilitate Startups.

Mr. Rajiv fascinated the audience with imperative stats drawn from various reports showcasing India as the world's third largest Startup ecosystem. He highlighted the job scenario created by Startups in the country and in Karnataka. Mr. Rajiv explained how the convergence policy and regulations created in the country in terms of regulatory simplification, industry academia partnership, incubation, procurement, and fiscal incentives bolstered the growth of the Startup ecosystem. Mr. Rajiv also laid stress on the three waves of Innovation in Karnataka, i.e. Public Sector Enterprise; IT Services; and Startups/Product Companies which has led to the nurturing of the Innovative ecosystem in Karnataka.

The session further discussed on the need for strengthening Startups and how in return Startups can help sustain the economy. Mr. Rajiv apprised the audience on how Startups can help in creating the under-mentioned:-

- Direct Jobs, Indirect Livelihoods
- Accelerating Socio-Economic Development
- Balanced Regional Development & Local Ecosystem Development
- Helping Government Departments Accelerate Outcomes & Achieve More for Less
- Building Resilience & Emergency Resource
- Opportunities to test Deep Tech e.g. AI, IOT, Robotics, Drones, 3D printing, etc.
- Government Revenues

The session ended with the synopsis on how Government can help Startups which can in turn enable in the growth of the Startup ecosystem not only in Bengaluru, but beyond Bengaluru.

Workshop 3

Journey of Startup Karnataka:

The session on the journey of the Startup Ecosystem in Karnataka unfolded with a video presentation showcasing the rise of the Startup ecosystem in Karnataka across the State. The video showcased the journey covered so far by Government of Karnataka in terms of supporting and nurturing Startups across the State.

Mr. Abrar from the Karnataka Startup cell accorded the audience a glimpse of the Karnataka Startup Policy and the various schemes and incentives offered for Startups under its aegis. Mr. Abrar enlightened the audience with the infrastructure and funding support provided by Government of Karnataka for fostering Innovation and Entrepreneurship in the State. The audience were apprised about the Ktech Centres of Excellence, Ktech Hubs, Ktech Technology Business Incubators, Ktech New Age Innovation Networks and the Ktech Common Instrumentation Facilities and the various support catered by them for Innovators. Mr. Abrar also briefed the audience about the various support institutions created in collaboration with Industry & Academia for encouraging Innovation in the State like the Vision Group for Startups and Karnataka Digital Economy Mission. The session ended with the highlight laid on the flagship events conducted by the Department such as Elevate and Bengaluru Tech Summit.

Startup India Session:

The audience were facilitated with a dedicated session on Startup India, a flagship initiative of Government of India, which showcased the journey of Startup India and the various schemes and incentives designed to facilitate the growth of Startups across the country. Mr. Gudipudi Krishna apprised the audience about the 5 years achievements of Startup India which has amassed and promoted around 50,000 Startups in the country.

Mr. Krishna also presented to the audience on the various schemes laid under the aegis of the programme to support Startups such as Self certification, Income Tax exemption, IPR protection support, Public Procurement, Exits, VC support, Seed funding among others. The audience were acquainted about the programs such as States Startup Ranking, the National Startup Awards and the Startup India Funding Scheme which has garnered a lot of appreciation from around the globe. The Startup ecosystem across the country has flourished and together with the Startup India initiative is doing wonders. The session ended with a pledge to build an Atmanirbhar Bharat under the banner of Startup India and extended support from the States.

Fireside Chat - Inspiring Innovation & Entrepreneurship, Role of GoK:

The audience witnessed an intriguing fireside chat which was highlighted by the presence of two successful Startups coming out of Karnataka's own Startup ecosystem who conferred on the role played by Government of Karnataka in inspiring Innovation and Entrepreneurship in the State. The session was hosted by Mr. Sathya, TiE Chartered Member and ex-Deputy Head, Karnataka Startup Cell, who had with him Mr. Harsha Kikkeri, CEO, HoloSuit, and Mr. Sumanth

Workshop 3

Prabhu, Co-founder and Director, Kidvento Education and Research Private Limited. While HoloSuit is revolutionizing the AR / VR space, Kidvento has been fostering the Ed-tech space.

HoloSuit has developed an affordable, bi-directional, wireless and easy to use full body motion capture suit. The product is a consumer friendly, bi directional, full body motion tracking and capturing cloud connected & board processing with BLE and Wi-Fi Unity Plugin-Uniform interface to get body joint data wearable suit & compatible with all VR/AR/MR/RR work with all devices of Windows, iOS, Android. The suit developed helps in enabling human beings to experience, capture and replay real, virtual, and augmented experiences in a natural way.

Kidvento is focused on developing mindsets that will shape the world of tomorrow. It has developed various products and services which helps students using it see solutions and innovations around. Their products provide experience-based learning. Kidvento has been developing educational science kits containing electronic bits that can be interconnected with building materials in many ways to create scientific projects and toys.

Both the Startups were able to develop their Proof-of-Concept post the support received under the Idea2PoC – Elevate Grant-in-aid scheme during their early days. The Startups revealed about their journey through various rounds of Idea2PoC – Elevate Grant-in-aid scheme and how gradually they were able to gamut their destination. The Startups accoladed the entire process of Idea2PoC – Elevate Grant-in-aid scheme. The session ended with both the Startups emphasizing on other Government Departments also extending arms and collaborating with Startups for strengthening the Startup ecosystem in Karnataka.

Leading Practices across the Globe:

The workshop was also glorified by the presence of partners from the Global Innovation Alliances who gave the audience a bird's eye view of the global Startup Ecosystem and support provided by various Governments in other countries to support Startups. The session was dedicated on the UK corridor of innovation and was presented by Ms. Divya Bajaj, Vice President, London and Partners.

Ms. Divya shared valuable insights on the Startup ecosystem in UK. The audience were apprised about the London Startup ecosystem which is considered as Europe's Startup capital. As described by Ms. Divya, London is the third largest tech hub in the world, and leading startup hub in Europe, is known for its vibrant community, a high concentration of capital and a massive concentration of international talent.

The audience were also abridged on the collaboration between UK and Karnataka in the creation of citizen-centric AI solutions by Startups to pave way for a green and sustainable future. Ms. Divya also briefed about the United Kingdom (UK) Governments £2-million challenge fund in Karnataka which was launched in a bid to advance research and development of Artificial Intelligence and Data Science projects. The session ended with focus multiple such

Workshop 3

corridor events, programs, and joint initiatives for strengthening the Startup ecosystem in both the countries.

Vote of Thanks:

The workshop concluded with the Vote of Thanks presented by Smt. Meena Nagaraj C.N., IAS, Director, Department of Electronics, IT, Bt and Managing Director, KITS and with a commitment from all participants towards strengthening and nurturing the Startup ecosystem in the State by offering all viable support from the State Government Departments and PSEs.

Workshop Outcome:

The Know Your Startup Ecosystem helped the officials from State Government Departments and PSEs understand the Startup ecosystem in the state and in the country and the role of Startups in development of the country. The workshop in some way has helped in bridging the gap between Startups and Government Departments and thereby opening a window of collaboration for building a self-reliant India. Some of the key takeaways from the workshop are listed below:-

- **Policy and Regulatory Environment, Startup ecosystem in India** – The session on Policy and Regulatory environment paved the way for showcasing the strength of Startups and the part played by them in socio-economic development of the country. The audience were tutored with how strong Startup ecosystems are created with a well-designed policy and regulatory atmosphere. The audience were also abridged about designing an innovative ecosystem which would flourish Beyond Bengaluru.
- **Journey of Startup Karnataka** – This session helped the audience in understanding the role played by Government of Karnataka in encouraging and strengthening the growth of Startups. The audience were apprised about the Karnataka Startup Policy and the various incentives provided under it. The session also threw light on the various Ktech hubs developed in the State for facilitating Startups. This session has encouraged Government Departments and PSEs to engage with Startups in an extensive way. The session has accomplished the audience in facilitating and encouraging Startups in Public Procurement and providing Institutional support to Startups.
- **Startup India Session** – The Startup India session acquainted the audience with the various schemes, incentives and programs designed to support Startups in the country. The audience came to know about some of the flagship programs of Startup India such as the States Startup Ranking, National Startup Awards, Startup India Seed Funding Scheme, etc.
- **Fireside chat on Inspiring Innovation & Entrepreneurship, Role of GoK** – The fireside chat provided an opportunity for the audience to witness products and innovations of two of the home-grown Startups who have enlightened the Startup ecosystem with their innovation. The audience were elated on seeing their products rise to the occasion

Workshop 3

and succeeding in creating a huge fan base. The session also helped the audience understand the various schemes and incentives launched by Government of Karnataka to support Startups, especially the success of Idea2PoC Elevate Grant-in-aid scheme.

- **Leading Practices across the Globe (UK)** – The session on leading practices across the globe assisted the audience get a glance of another flourishing Startup ecosystems from other parts of the globe viz, the London Startup ecosystem. The session apprised the audience on the environment created by the Government of UK for supporting Startups and nurturing their growth. The audience were also enlightened about the alliance formed between Karnataka and UK for supporting Startups.

Role of Startup Karnataka:

Department of Electronics, IT, Bt being the Nodal Department for Startups in the State have played a key role in designing, coordinating, implementing, and hosting the sensitization workshop.

Workshop 3

Snapshots from the Workshop:



The Government of Karnataka is organising virtual sensitisation workshops “KYSE – Know Your Startup Ecosystem” for officials from various State government departments in a bid to strengthen the start-up ecosystem and to promote start-ups in Karnataka.

Date: 26th, 28th & 30th April 2021.

Commissionerate of Agriculture, Animal Husbandry, MESCOM, Directorate of Fisheries, GESCOM, CESCO, BESCO, HESCO, KRSAC, KSCST, Rural Development and Panchayat Raj Department (RDPR), VTPC, MSME, Sericulture Department, Education - DSERT & VTU, Women Development Corporation, Backward Classes, KIADB, KEONICS, Social Welfare Department, Kannada & Culture Department, Karnataka Building & Other Construction Workers Welfare Board, Labour Commissionerate, Higher Education, Vocational Education, Water Resources (BWSSB), Department of Women and Child, PUE DEPT, RTO, DULT and KUM.



List of Participants:

Department : 1 : Rural Development and Panchayat Raj Department (RDPR)		
Sl. No.	Name of the Participating Official	Designation
1	Uma Devi B	Senior Assistant
2	Bharat	Programmer
3	Mohammed Imtiyaz	State Project Manager
4	Sandeep H	Programmer
5	Chethan N	Programmer
6	Yaseen Ali S	Programmer
7	Gagan.A.S	Deputy Director
8	Bhagya Shree	Deputy Director
9	Sakamma.T	Section Officer
10	Naveen Kumar	Under Secretary

Department : 2 : Visvesvaraya Trade Promotion Centre (VTPC)		
Sl. No.	Name of the Participating Official	Designation
1	Prabhavathi Rao	Facilitator - Intellectual Property Initiatives
2	Jaideep Reddy	Assistant Director

Workshop 3

3	Praveen Ramadurg	Joint Director
4	Santosh Malaji	Assistant Director
5	C.S.Bhaskar	Program Coordinator - International Trade

Department : 3 : Department of Industries and Commerce

Sl. No.	Name of the Participating Official	Designation
1	H M Srinivasa	Additional Director (MSME)
2	V S Honmane	Additional Director (DIC)
3	B S Nandini	Joint Director(R & I)
4	Satyanarayan Bhat	Joint Director(Planning)
5	H S Jayakumar	Joint Director(Technical Cell)
6	Suresh	Joint Director DIC Bengaluru Urban
7	Narendra Babu	Joint Director DIC Bengaluru Rural
8	T Dinesh	Joint Director DIC Hassan
9	D K Lingaraju	Joint Director DIC Mysore
10	M V Raghoji	Joint Director DIC Kalaburgi

Department : 4 : Sericulture Department

Sl. No.	Name of the Participating Official	Designation
1	M.N Sandhya	Deputy Director of Sericulture,MIS,DOS
2	B. R Nagabhushan	Addl. Director of Sericulture(I/C) Directorate of Sericulture (DOS)
3	Venkataramu	Joint Director of Sericulture,CMS,DOS
4	Vishwanath	Joint Director of Sericulture,TSTI,DOS
5	C Bheemanna	Joint Director of Sericulture,SPSF,DOS
6	H R Vijayakumari	Deputy Director of Sericulture,SPSF,DOS
7	N Shyamaladevi	Deputy Director of Sericulture,CMS,DOS
8	D M Anjeneyagowda	Deputy Director of Sericulture,ZP, Kolar District
9	M K Prabhakar	Deputy Director of Sericulture,ZP,Bangalore Rural District
10	B L Krishnappa	Deputy Director of Sericulture,ZP,Chitradurga District

Department : 5 : Department of State Educational Research and Training (DSERT)

Sl. No.	Name of the Participating Official	Designation
1	Smt. Gayathri Devi T.M	Joint Director
2	Dr. Chandrashekar H.B	SADPI
3	Smt. Vimala B.S	SADPI
4	Smt. Vinutha B.S	SADPI
5	Smt. Nirmala. B	SADPI

Department : 6 : Visvesvaraya Technological University (VTU), Department of Higher Education

Sl. No.	Name of the Participating Official	Designation
1	Dr. Santosh Deshpande	Coordinator, TEQUIP Cell, Higher Education

Workshop 3

2	Dr. Sandhya R Anvekar	PHS - Higher Education
3	Dr. Pankajakshi	Special Officer (Evaluation), Higher Education
4	Dr. Binoy Mathew	Director, Centralized Placement Cell (CPC)
5	Dr. Sandhya P	Special Officer, E-Learning Centre, VTU

-----*