

4/28/2021

Know Your Startup Ecosystem (KYSE)

Workshop 4 Report



Department of Electronics, IT & Bt
Government of Karnataka

Workshop 4

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Workshop Brief:

Workshop Name:	Know Your Startup Ecosystem (KYSE) – Workshop 4
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. Dr. Raghunandan Rajamani, Head, Common Instrumentation Facility Project, IKP Knowledge Park 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. Mayur Shetty, Director and Founder, Blackfrog Technologies 8. Mr. Mohammad Samheel, Founder and CEO, Osind Meditech Private Limited 9. Ms. Ambika Banotra, Senior Adviser, Political & Economic Affairs, German Consulate, Bangalore 10. Mr. Julian Zix, Project lead of the GINSEP (German Indian Startup Exchange Program)
Date:	28 th April 2021
Venue:	Virtual Platform
Duration of Event:	2.00 PM – 6.00 PM (4 Hrs.)
No. of Participants:	63

Participating Departments:

#	Department Name
1	Backward Class Welfare Department, Government of Karnataka
2	Karnataka Udyog Mitra, Government of Karnataka
3	Karnataka State Electronics Development Corporation Limited (KEONICS)
4	Karnataka Industrial Areas Development Board, Government of Karnataka
5	Social Welfare Department, Government of Karnataka
6	Bangalore Metropolitan Transport Corporation (BMTCL)

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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
2.00 PM – 2.10 PM	Welcome Address	Dr. E.V. Ramana Reddy, IAS, Additional Chief Secretary, Department of IT, BT & ST, Government of Karnataka
2.10 PM – 2.40 PM	Policy and Regulatory Environment, Startup ecosystem in India	Dr. Raghunandan Rajamani, Head, Common Instrumentation Facility Project, IKP Knowledge Park
2.40 PM – 3.15 PM	Rise of the Startup Ecosystem in Karnataka	Mr. Abrar Torgal, Associate Manager, Karnataka Startup cell
3.15 PM – 4.15 PM	Startup India Session	Mr. Krishna Gudipudi, Startup India
4.15 PM – 5.15 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. Mayur Shetty, Director and Founder, Blackfrog Technologies, and 3. Mr. Mohammad Samheel, Founder and CEO, Osind Meditech Private Limited
5.15 PM – 5.55 PM	Leading Practices across the Globe	Global Innovation Alliance (Germany) - 1. Ms. Ambika Banotra, Senior Adviser, Political & Economic Affairs, German Consulate, Bangalore, and 2. Mr. Julian Zix, Project lead of the GINSEP (German Indian Startup Exchange Program)
5.55 PM – 6.00 PM	Vote of Thanks	Smt. Meena Nagaraj C.N., IAS, Director, Department of Electronics, IT, Bt and Managing Director, KITS

Workshop 4**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.

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 participants over the course of the workshop encountered with exciting panel of eminent speakers across geographies, sectors, and expertise. The first session of the day was on the amicable policy and regulatory environment of the Startup ecosystem. Mr. Raghunandan Rajamani initiated the session with a presentation showcasing the top 5 Startup ecosystems in the world which included India as well. Mr. Raghunandan enriched the audience on the perks of strengthening a Startup. The few important benefits highlighted by Mr. Raghunandan were:-

- Startups will create more jobs
- Help in creating wealth
- Develop new technology
- Improve standard of living
- Open new markets
- Direct impact in nearby locality
- Increase in GDP

The session also helped the audience in understanding the various challenges faced by Startups during their entire lifecycle. Some of the challenges reflected in Mr. Raghunandan's presentation were:-

- Incorporation, Registration, Compliance (finance, labour, environment etc.)
- Capital requirement – idea to prototype, prototype to MVP, Pilots, growth

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- Lack of an ecosystem – mentors, market access, investors...
- Availability of right talent
- Peer pressure and societal demands

Mr. Raghunandan summed up his presentation by highlighting the under-mentioned support that Government can provide to Startups for them to evolve:-

- Simplifying incorporation, registration processes and compliances
- Help in finding solutions by conducting Demo Days, Pilot, Grand Challenges, etc.
- Provide incentives as in Tax holidays, IP support etc.
- Funding Startups
- Developing the ecosystem in terms of setting up Incubators, mobilizing investors, etc.

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 to 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

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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. Mayur Shetty, Director and Founder, Blackfrog Technologies and Mr. Mohammad Samheel, Founder and CEO, Osind Meditech Private Limited. These two Startups being elevated to the next level have been working tirelessly towards strengthening the Health sector with their respective innovations.

Blackfrog Technologies has innovated and designed the product – 'EMVOLIO' a patented rapid cooling technology for safe last-mile transport of vaccines, breast milk, bloodserums, medications & specimens with minimal freeze-thaw cycles. Their innovation has been a boon for the Health sector during this pandemic as they use advanced algorithms to detect freeze-thaw cycles, provide 100% accountability during Vaccine transport, have in-built geotagging and mapping vaccine delivery and also have aiding decision makers in planning immunization drives for epidemic hotspots.

Osind Meditech on the other hand has developed a motor-based hand rehabilitation device for post trauma rehab patients. Their devices are crafted with natural movement and mirrors normal human activity. The innovation is a versatile device which can be customized during production, thus providing individual assistance and supplemental support ensuring broad application across hand rehab spectrum. The device records real time data on each moment enabling the doctors/therapists to optimize sessions and track patient's progress. The devices built by Osind Meditech are highly portable, compact and work with or without access to internet.

The two Startups shared their journey before and after being declared winners of Idea2PoC – Elevate Grant-in-aid scheme and receiving the fund. The audience were delighted to see the amount of success and recognition the Startups have garnered post getting the seed fund from Government of Karnataka. The Startups also discussed the support received from other quarters of the ecosystem once they got the recognition under the brand Elevate. The session ended with the two Startups discussing on creating an alumnus for Elevate Startups.

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.

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The session saw the presence of Ms. Ambika Banotra, Senior Adviser, Political & Economic Affairs, German Consulate, Bangalore and Mr. Julian Zix, Project lead of the GINSEP (German Indian Startup Exchange Program) brought together for providing a detailed perspective on the Startup ecosystem in Germany. The audience were informed that Germany has one of the most active Startup promoters in Europe, outstanding for encouraging innovation and expertise across Europe. The Startup ecosystem in Germany is well organized, which makes it easier to build and find innovative companies. The Startup ecosystem in Germany offers a favorable launch foundation, excellent facilities, and many funding opportunities.

The audience also witnessed a presentation on the Karnataka Germany collaboration for strengthening Startups. The session ended with a call for strengthening the alliance and supporting Startups from both the countries with a collaborative approach.

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 enlightened the audience with presentation on various stages of a Startups life cycle and the challenges faced by them during each stage. The audience also garnered knowledge on various type of policy and regulatory support required by Startups.
- **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.

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- **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 helped the audience in gazing the journey of Elevate through the eyes of the Startups who benefitted from it. The audience were also apprehended about the value the Elevate branding created by Government of Karnataka brings with it.
- **Leading Practices across the Globe (Germany)** – The session on leading practices across the globe helped the audience gander through the ecosystem created for Startups in Germany. The audience learned how the Startups in Germany have been benefiting from the strong ecosystem created in collaboration of industry and academia.

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.

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Snapshots from the Workshop:

Know Your Startup Ecosystem (KYSE)

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.

COMMONLY FACED CHALLENGES – by startups

1. Incorporation, Registration, Compliance (finance, labour, environment etc.)
2. Capital requirement – idea to prototype, prototype to MVP, Pilots, growth

List of Participants:

Department : 1 : Backward Classes Welfare Department		
Sl. No.	Name of the Participating Official	Designation
1	Dr. C.K.Jagadhis Kumar	Joint Director (NT/SNT)
2	G. Jagadish	Joint Director (Hostel)
3	Chaitra J	Chief Accounts Officer
4	N S Chidananda	Deputy Director
5	Jaiprakash.S	Accounts Officer
6	Hakappa R Lamani	Assistant Director
7	Suresh Babu	Deputy Director (Co-ordination)
8	Shivapriya B Kadechur	Assistant Director (Scholarships)
9	Mehaboob Mainuddeen Thumbarmatti	Assistant Director (Hostel)
10	Ragavendra	Assistant Director (Co-ordination)

Department : 2 : Karnataka Udyog Mitra (KUM)		
Sl. No.	Name of the Participating Official	Designation
1	Madhu V S	Assistant Director
2	Manjula M V	Assistant Director

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3	Priyanka G D	Assistant Director
4	Devaraj N	Assistant Director
5	Srinivasappa	Assistant Director
6	Bhyregowda	Assistant Director
7	Supriya	Assistant Director
8	Venugopal J	Assistant Director
9	Srinivas sivakumar	Chief Digital Advisor
10	Narasimhamurthy	Project Manager
11	Arjun	Consultant
12	Raj Prakash	Consultant
13	Anshulika	Consultant
14	Ashish Kulshreshtra	Consultant
15	Aniket Mitra	Consultant
16	M N Pradeep	Deputy Director

Department : 3 : Karnataka Industrial Area Development Board (KIADB)

Sl. No.	Name of the Participating Official	Designation
1	Sri. Hanumanth Reddy P	Deputy Director Town Planning
2	Sri. Krishnegowda	AEE, EE-3 KIADB
3	Sri. S. L Balachandra	AE, EE-3 KIADB
4	Sri. V B MAHESWARAPPA	Executive Engineer (RBIT)
5	Ms. Shilpa V	AEE (RBIT)
6	Sri. S. Sandanand Archaya	Joint Director (Town & Country Planning)
7	Sri. Sanjeev V Maraddi	Chief Engineer-2, KIADB

Department : 4 : Karnataka State Electronics Development Corporation Limited (KEONICS)

Sl. No.	Name of the Participating Official	Designation
1	Gopalakrishna B N	Manager -Technical
2	Shivananda K S	Manager- Technical
3	Chandrikadevi R	Manager- Technical
4	Shanthi P	Manager- Technical
5	Ananda Iyengar	MANager- Technical
6	Krishnamurthy R	Assistant Manager -Technical
7	Nirmala Rani N	Assistant Manager -Technical
8	Harinaxi T S	Assistant Manager -Technical

Department : 5 : Social Welfare Department (SWD)

Sl. No.	Name of the Participating Official	Designation
1	P. Nagesh	Additional Director (Development), SWD, Bangalore
2	B. Urmila	Director, SCSP Cell, SWD, Bangalore
3	Y. B. Archana	Secretary, Central Relief Committee, Bangalore
4	Dr. H Nataraju	MD, Dr. Babu Jagajivan Ram Leather Industries Development Corporation, Bangalore
5	Sabeer Ahmed Mulla	Joint Director (Infrastructure), SWD, Bangalore

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6	Jagadeesh Gangannavar	Deputy Director (Admin), SWD, Bangalore
7	Saraswathi	Deputy Director (Education), SWD, Bangalore
8	Purushottam S	Deputy Director, SWD, Uttara Kannada District
9	Shree Sagar	Consultant for SWD, E&Y
10	Priyanka	Consultant for SWD, E&Y
11	Smt. R. Sathyashree	Additional Director (Administration), SWD, Bangalore

Department : 6 : Bengaluru Metropolitan Transport Corporation (BMTc)

Sl. No.	Name of the Participating Official	Designation
1	Bhagyalakshmi M B	Legal Officer , Central Office
2	Parimala L Nayak	Security & Vigilant Officer
3	Madhura J Rodriz	Labour & Welfare Officer
4	Prathima S V	Divisional transport Officer
5	Avinash N S	Divisional Transport Officer , West
6	S Manju Nayak	Divisional Transport Officer, Central
7	Hosa Poojari A B	Divisional Technical Engineer
8	Shivalingaiah	Divisional Technical Engineer
9	Deepak N	System Supervisor, Central Office
10	Nagendra	Chief System Manager
11	Megha Y J	Store officer, Central Division

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