

4/30/2021

# Know Your Startup Ecosystem (KYSE)

Workshop 5 Report



Department of Electronics, IT & Bt  
Government of Karnataka

**Workshop 5**

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## Workshop 5

### Workshop Brief:

<b>Workshop Name:</b>	<b>Know Your Startup Ecosystem (KYSE) – Workshop 5</b>
<b>Speaker(s) Details:</b>	<ol style="list-style-type: none"> <li>1. Dr. E.V Ramana Reddy, ACS to the Hon. Chief Minister, and ACS, Department of Electronics, IT, BT and S&amp;T, Government of Karnataka</li> <li>2. Smt. Meena Nagaraj, Director, Department of Electronics, IT, Bt and S&amp;T and Managing Director, KITS, Government of Karnataka</li> <li>3. Mr. Vijetha Shastry, Executive Director, TiE Bengaluru</li> <li>4. Mr. Suchit C. Vasudevappa, Manager, Karnataka Startup cell</li> <li>5. Mr. Gudipudi Krishna Sharma, Investment Specialist, Startup India</li> <li>6. Mr. Sathyanarayana B.V., TiE Board (Elect) &amp; Chartered Member &amp; Previous Deputy Head, Karnataka Startup Cell</li> <li>7. Mr. Niranjan Karagi, Founder, NirNal Water Filters</li> <li>8. Dr. S. C. G. Kiruba Daniel, Chief Technology Officer, JK Nanosolutions</li> <li>9. Ms. Sarah Kirlew, Australian Consul General for South India, Australian Consulate General Chennai (Moderator)</li> <li>10. Ms. Pauline Fetau, General Manager, River City Labs; Founder, CheeHoo; Co-host of Splash of Colour Podcast.</li> <li>11. Ms. Michelle Wade, Trade Commissioner – South Asia, Global Victoria, Government of Victoria</li> <li>12. Ms. Aron Haulsler, Strategic Projects Manager, Office of the Chief Entrepreneur, SA Department for Innovation and Skills</li> <li>13. Ms. Yamuna Sastry, Chief Impact Officer, Co-Founder, Dvara Trust; Founder, CabDost</li> </ol>
<b>Date:</b>	30 <sup>th</sup> April 2021
<b>Venue:</b>	Virtual Platform
<b>Duration of Event:</b>	9.30 AM – 1.30 PM (4 Hrs.)
<b>No. of Participants:</b>	61

### Participating Departments:

#	Department Name
1	Bengaluru Metro Rail Corporation Limited (MMRCL), Government of Karnataka
2	Karnataka Building And Other Construction Workers Welfare Board, Government of Karnataka
3	Department of Higher Education, Government of Karnataka
4	Department of Tourism, Government of Karnataka
5	Labour Department, Government of Karnataka
6	Department of Vocational Education, Government of Karnataka
7	Urban Development Department

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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
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. Vijetha Shastry, Executive Director, TiE Bengaluru
10.10 AM – 10.45 AM	Journey of Startup Karnataka	Mr. Suchit C. Vasudevappa, 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 – <ol style="list-style-type: none"> <li>1. Mr. Sathyanarayana B.V.,TiE Charter Member, Ex- Deputy Head, Karnataka Startup Cell, with</li> <li>2. Mr. Niranjan Karagi, Founder, NirNal Water Filters, and</li> <li>3. Dr. S. C. G. Kiruba Daniel, Chief Technology Officer, JK Nanosolutions</li> </ol>
12:45 PM – 1:25 PM	Leading Practices across the Globe	Global Innovation Alliance (Australia) - <ol style="list-style-type: none"> <li>1. Ms. Sarah Kirlew, Australian Consul General for South India, Australian Consulate General Chennai (Moderator)</li> <li>2. Ms. Pauline Fetaui, General Manager, River City Labs; Founder, CheeHoo; Co-host of Splash of Colour Podcast.</li> <li>3. Ms. Michelle Wade, Trade Commissioner – South Asia, Global Victoria, Government of Victoria</li> <li>4. Ms. Aron Haulsler, Strategic Projects Manager, Office of the Chief Entrepreneur, SA Department for Innovation and Skills</li> </ol>

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		5. Ms. Yamuna Sastry, Chief Impact Officer, Co-Founder, Dvara Trust; Founder, CabDost
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.

#### 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. Participants were presented a glimpse on the tranquil policy and regulatory environment of the Startup Ecosystem. Mr. Vijetha briefed the audience about the various policies and incentives laid out by Government of India under the Startup India initiative for promoting Startups. The audience were also briefed about the regulatory environment created by various State Governments including Government of Karnataka to support Startups in their State.

The session emphasized on the need for creating Startup friendly policies and building an enabling environment which promotes innovation and entrepreneurship. The audience were also informed about the association of TiE with multiple State Governments for carrying out

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programs and events for strengthening the Startup ecosystem. The session ended with a detailed highlight of the various initiatives taken up by TiE for Startups.

### **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. Suchit 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. Suchit 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. Suchit 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,

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Karnataka Startup Cell, who had with him Mr. Niranjana Karagi, Founder, NirNal Water Filters, and Dr. S. C. G. Kiruba Daniel, Chief Technology Officer, JK Nanosolutions. Both the Startups have created a magical impact in the field of Clean-tech, especially water purification.

NirNal Water Filters wanted to revolutionize the idea of a cost-effective filter for those staying in rural areas and envisioned this social problem as an opportunity. They came up with their noble innovation, reusable water bottle with integrated disposal filter. The audience videos of water filters developed by Nirnal Water Filters filtering filthy water within seconds. The social impact of their product has been significant. With the distribution of their product to various villages, schools, and even India's military, it is evident that NirNal has been widely acclaimed for its ingenious and inexpensive technology.

JK Nanosolutions started their journey towards innovation with providing a cost-effective rapid solution for complete treatment of wastewater and textile effluent. Initially they developed nanotechnology-based treatment method to treat wastewater and then followed by treatment of textile effluents collected from different locations in India. JK Nanosolutions technology results in less power consumption, less reject, less space being utilized for the treatment. They use multi-metallic nanoclusters for rapid treatment and also in the development of several other ecofriendly nanomaterials for wastewater treatment.

The Startups heaped praise on the support received from Government of Karnataka and especially the funding support received under the Idea2PoC – Elevate Grant-in-aid scheme during their early days. The innovations made by these Startups brought in a different level of enthusiasm among the audience as they exhibited their interest in interacting with the Startups and looked for association. The session ended with the Departments agreeing on collaborating with these 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. The session show participation from the Australia corridor and showcased an efficient panel discussion moderated by Ms. Sarah Kirlew, Australian Consul General for South India, Australian Consulate General Chennai (Moderator) and attended by Ms. Pauline Fetoui, General Manager, River City Labs; Founder, CheeHoo; Co-host of Splash of Colour Podcast, Ms. Michelle Wade, Trade Commissioner – South Asia, Global Victoria, Government of Victoria, Ms. Aron Haulsler, Strategic Projects Manager, Office of the Chief Entrepreneur, SA Department for Innovation and Skills, and Ms. Yamuna Sastry, Chief Impact Officer, Co-Founder, Dvara Trust; Founder, CabDost.

The panel consisted of a mix of people from Consulate General, Startups and Industries. The audience were showcased a view of the ever-growing Startup ecosystem in Australia. The

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panel discussed on how in a decade Australia's technology startup sector has gone from very little activity to an explosion of people and investment. The panel informed that the ecosystem Down Under is now one of the fastest growing startup sectors globally. The audience were informed that the latest (and third annual) Startup Blink Ecosystem Rankings ranked Australia 7th in the world for quality and quantity of startups, and Sydney was ranked as the highest Aussie city, at 31<sup>st</sup>.

The panel also discussed about the robust relationship of Karnataka with Australia with several areas of collaboration being explored. While Karnataka has launched soft-landing programs for Startups from Australia in Incubation centres supported by Government of Karnataka, Australian southern state Victoria and Karnataka have also been in talks to partner in various areas of technology and science, by involving academia and industry (including startups) alike. 65+ Karnataka startups have applied for Queensland startup accelerator program, HotDesQ.

The panel had a young Startup from Bengaluru who has been inspired by the growth journey of the Australian Startup ecosystem. Ms. Yamuna spoke extensively about the growth environment created in Australia for Startups and how Australia and Karnataka can collaborate for helping the growth of both the Startup ecosystems. The session ended with the panel agreeing on a need to strengthen the alliance between Karnataka and Australia and Startups from both the places can be engaged in cross-platform initiatives.

### 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 development of the country. The audience were sensitized about the strong Startup ecosystems which has been created in the country with a well-designed policy and regulatory atmosphere. The audience were also



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abridged about the role played by Government of Karnataka and various industry associations in building the Startup ecosystem in the State.

- **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 introduced to the audience to of the innovators from the State who have impacted the societal needs with their innovation. The audience were informed about their journey through Idea2PoC Elevate and how they leveraged this platform in achieving wonders.
- **Leading Practices across the Globe (Australia)** – The session on leading practices across the globe brought in front of the audience a panel comprising of Government and Startups both. The audience were apprised of the collaborative efforts taken by the Australian and Karnataka Government to support Startups. The audience also learnt about the growing ecosystem in Australia and how the Government has been playing a key role in nurturing 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.

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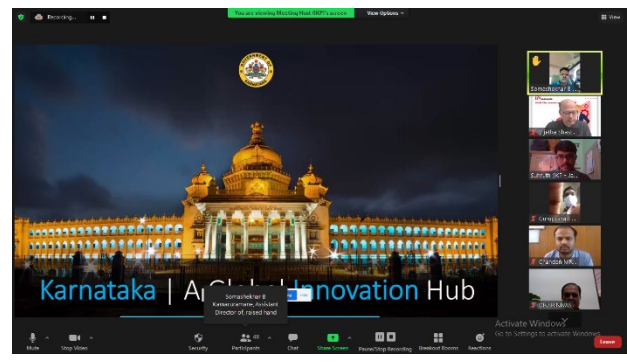
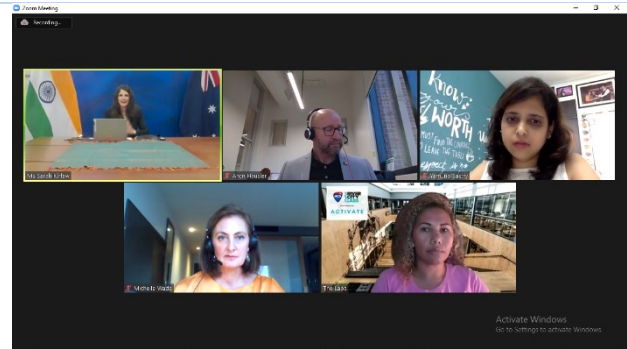
### Snapshots from the Workshop:



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:

<b>Department : 1 : Bengaluru Metro Rail Corporation Limited (BMRCL)</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	Cylesh	DGM(IT)
2	Srikrishna A	Dy.CE
3	S Adishesha	Addl. Chief Engineer
4	S K Patel	Chief Contract Expert
5	Rajagopal N	Deputy General Manager
6	M Vijaykumar	Deputy Chief Engineer

<b>Department : 2 : Karnataka Building &amp; Other Construction Workers Welfare Board</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	Dr. Girish Patel	Deputy Labour Commissioner
2	Anjaneyya T	Deputy Labour Commissioner
3	Sibirangayya	Labour officer
4	Jayakumari	Labour officer
5	Shabhana	Labour officer
6	Madalamika	Senior Labour Inspector
7	Sushma	Labour Inspector

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<b>Department : 3 : Labour Commissionerate, Department of Labour</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	Dr. Ramesh Rao	Deputy Director, Centrally Sponsored Scheme
2	Sham Rao	Labour officer
3	CHETAN KUMAR	Labour Officer, Division-5, Bangalore.
4	Anupama. P	Senior Labour Inspector
5	Venkatesh	Senior labour inspector
6	Harish Kumar H S	Senior Labour inspector
7	Guruprasad H L	Deputy Labour Commissioner
8	Chandan M.R	Technical Officer

<b>Department : 4 : Department of Higher Education</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	Dr. Gopala Krishna Joshi	Executive Director, KSHEC
2	Sri. Malleshwarappa	Director, DCE
3	Sri Manjunatha	JD, DTE
4	Sri. K.L Subramanya	Deputy Secretary, HED
5	Dr. Ananda Deshapande	Registrar, VTU
6	Dr. Bhagyavana S. Mudigoudra (NODAL)	Special Officer, HED
7	Smt. Shithal Hiremath	Under Secretary, HED
8	Dr. Nanditha Prasad	Informatics Officer, DCE
9	Dr. Ramakrshniah	Registrar, MCU
10	Dr. Thandava Gowda	Administrative Officer, KSHEC
11	Smt. Archana Magadi	Consultant, UUCMS

<b>Department : 5 : Vocational Education</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	Smt. Bharathi Joint Director	Joint Director(Programmes) SS-K
2	Sri. Venkatarama Reddy	Programme Officer (Teachers Training)
3	Smt. Sreelatha Kotemut	Programme Officer (Vocational Education)
4	Smt. Manjula G.S	Junior Programme officer (Quality Monitoring)
5	Smt. Saritha G	Junior Programme officer (ICT and Digital initiatives)

<b>Department : 6 : Department of Tourism</b>		
<b>Sl. No.</b>	<b>Name of the Participating Official</b>	<b>Designation</b>
1	B N Shwetha	Joint Commissioner, HO, Bengaluru
2	Mothilala K Lamani	Joint Director, Mysuru District
3	Anitha Bhaskar	Deputy Director, HO, Bengaluru
4	S Thippeswamy	Deputy Director, Ballari District, Hospet
5	Prabhulinga S Thalakere	Deputy Director, Kalaburagi District
6	Mangala Gowri V Bhat	Assistant Director, Bengaluru Rural
7	Y Roopa	Assistant Director, HO, Bengaluru

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8	Chaluvambha P	Assistant Director, HO, Bengaluru
9	Raghavendra H B	Assistant Director, Mysuru District
10	Somashekar	Assistant Director, Udupi District

### Department : 7 : Urban Development Department

Sl. No.	Name of the Participating Official	Designation & Department
1	K. Pavan Kumar	Programme Manager (KMDS)
2	Shivakumar K H	Business Analyst & Implementation Manager
3	C Sathyanarayan	Chief Engineer
4	Snehalatha	Executive Engineer
5	Vijayalakshmi M.V	Joint Director (Finance) DMA
6	Veereshkumar G. T	Head Quarters Assistant
7	C.Karthikeyan	Project Management Expert (KUIDFC)
8	Srinivas M.S	MIS Expert (KUIDFC)
9	Srinivas C.C	Project Monitoring (BMRCL)
10	Ragavendra C.N	Deputy Director (BMRDA)
11	Mohan.M	Assistant Director (BMRDA)
12	Ravish.C	Additional Director (BDA)
13	Srinivas	Additional Director (BDA)
14	Mr. C.G Suprasanna	General Manager, Urban Affairs (KUIDFC)

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