

Govt. of Karnataka

**Office of the Mission Director, National Livelihood Mission  
Skill Development, Entrepreneurship and Livelihood Department**

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**OFFICE MEMORANDUM**

- Sub: “Accelerating Women Enterprises” – Start-up Challenge Awards – Name of Winners and cash prize declared – Reg.**
- Ref.1 Letter from Joint Secretary, MoRD / Start-up Conclave conducted on 18<sup>th</sup> February, 2022
- Ref.2 Launching of “Accelerating Women Enterprises” – Start-up Challenge 2022-23 on 8<sup>th</sup> April, 2022 / NRLM Annual Action Plan 2022-23 approved by MoRD
- Ref.3 Constitution of Judging Panel / Grand Finale conducted on 3<sup>rd</sup> August, 2022 / Final Score Sheets submitted by Judging Panel
- Ref.4 Approvals in File No. KSRLPS/LH-NF/34/2021-22

**Preamble**

Deendayal Antyodaya Yojana - National Rural Livelihood Mission (DAY-NRLM) is a national initiative of the Ministry of Rural Development (MoRD) instituted to foster economic growth and empowerment of women. In 2022-23, NRLM has planned to collaborate with different stakeholders who are working to solve the challenges of rural women and to bring all stakeholders together on one platform to resolve shared challenges together, and make it work for rural India. Accordingly, as per Ref.1, MoRD in association with ‘Sanjeevini – KSRLPS’ aimed to engage with the start-up ecosystem in Karnataka State towards building a synergy between start-ups/incubator agencies and SHG-based rural enterprises. Accordingly, Sanjeevini – KSRLPS has scheduled a Start-up Conclave on 18<sup>th</sup> February, 2022 at Hotel Lalith Ashok, Bangalore, which was inaugurated by Honourable Minister for Skill Development, Science & Technology, Higher Education and IT&BT. As per the interactions with selected Start-ups by Joint Secretary of MoRD, Principal Secretary, SDEL of Government of Karnataka and State Mission Directors of State Rural Livelihood Missions of Karnataka, Kerala, Tamil Nadu, Pondicherry, Telengana and Andra Pradesh, it was decided that a Start-up Challenge 2022-23 may be be organised by Sanjeevini-KSRLPS as a competition for Start-ups aimed at encouraging Start-ups to formulate innovative and relevant products and services that could be developed into viable business ventures for SHG women.

As per Ref.2, Hon. Chief Minister has launched the “Accelerating Women Enterprises” – Start-up Challenge 2022-23 on 8<sup>th</sup> April, 2022 in the presence of Hon. Minister for Higher Education, Electronics, Information & Bio Technology, Science & Technology, and Skill Development, Entrepreneurship and Livelihood. The competition was open to all Start-ups

and the themes of challenge included e-commerce, logistics, rural development, agriculture, animal husbandry, branding & merchandising, social impact, enterprise software, product design interventions, toys/art/crafts, green technology and waste management. A Challenge Fund of Rs. 15 Lakhs for selected start-ups was earmarked under NRLM and TiE, Bangalore Chapter and GAME (Global Alliance for Mass Entrepreneurship) acted as the Knowledge Partners for this initiative. As per Ref.2, it was announced that Winner Certificates, Prize Money of INR 5 Lakhs as Challenge Fund for presenting potential projects that facilitate growth of Sanjeevini-KSRLPS will be awarded to three toppers. It was also announced that the winners will be provided with an opportunity to implement the project, subject to approval under NRLM and all the finalists will be provided with the Mentorship opportunity from Technical & Leadership Experts of TiE, Bangalore and GAME (Global Alliance for Mass Entrepreneurship).

As per Ref.3, a Judging Panel was constituted by Sanjeevini – KSRLPS and the Judging Panel evaluated the proposals of Start-ups. 300 Start-ups applied for the Start-up Challenge and out of which, 153 Start-ups became eligible for the challenge rounds. Later, 31 Start-ups qualified for the second challenge round, and finally 12 Start-ups became eligible for the final round. A pitching session for the finalists was conducted on 3<sup>rd</sup> August, 2022 and the panel has evaluated the finalists based on criteria such as innovativeness & solution (competitive advantage, business model, scalability), readiness of product/prototype, team (expertise) and ability to execute and realize their business plan and sustainable development and tech-for-good impact. As per Ref.3, the panel has selected three winners as given below to collaborate with Sanjeevini – KSRLPS.

No	Name of Winners	Product/Service	Founder/Director
1	Wager Hygiene India Ltd, Bangalore	Hub & spoke model of Sanitary pad production with end-to-end solution	Jinoj K
2	Hydrogreens Agri Solutions Pvt. Ltd., Bangalore	Multi-Purpose Fodder Station	Vasanth M Kamath
3	Nutriplus Foods Pvt. Ltd., Bagalkote	Nutri-food & sustainable rearing practices of Poultry & Goatery	Dr. Balu Athani

As per Ref.4, it was decided to appreciate three toppers mentioned above in a function scheduled on 25<sup>th</sup> December, 2022 as part of ‘Good Governance Day’, in which Hon. Chief Minister of Karnataka will award the winners with Winner Certificates and a Prize Money of INR 5 Lakhs each as Challenge Fund in the presence of Hon. Minister for Higher Education, Electronics, Information & Bio Technology, Science & Technology, and Skill Development, Entrepreneurship and Livelihood.

Hence this order,

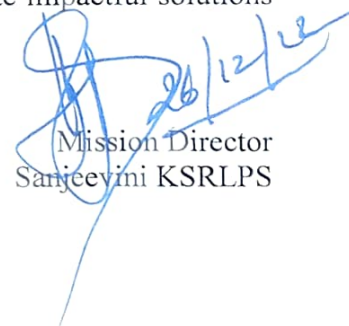
**Order No. KSRLPS/LH-NF/34/2021-22 dated 24-12-2022**

It is approved to award the following winners with Winner Certificates and a Prize Money of INR 5 Lakhs each as Challenge Fund during the observation of ‘Good Governance Day’ (25<sup>th</sup> December, 2022) which will be inaugurated by the Hon. Chief Minister of Karnataka

in the presence of Hon. Minister for Higher Education, Electronics, Information & Bio Technology, Science & Technology, and Skill Development, Entrepreneurship and Livelihood. An amount of Rs. 5,00,000/- (Rs. Five Lakhs only) each is approved for release to the following Start-ups as per the details given below from NRLM B2.5.4 (Technical Support Agencies).

No	Name of Winners	Amount (Rs.)	Account Name, Account Number, Bank Name, Branch Name, IFSC Code
1	Wager Hygiene India Ltd, Bangalore	5,00,000/-	Wager Hygiene India Pvt. Ltd. A/C No : 14480200003406 Federal Bank, Koratty Branch, Kerala IFSC - FDRL0001650
2	Hydrogreens Agri Solutions Pvt. Ltd., Bangalore	5,00,000/-	Hydrogreens Agri Solutions A/C No : 232005500177 ICICI Bank, Basvanagudi Branch IFSC – ICIC0002320
3	Nutriplus Foods Pvt. Ltd., Bagalkote	5,00,000/-	Nutriplus Foods Pvt. Ltd. A/C No : 21960200000636 Federal Bank, Vidyagiri Branch, Bagalkot IFSC: FDRL0002196

The Start-up Challenge 2022 was aimed at encouraging the winners to create innovative and relevant products and services for Sanjeevini – KSRLPS that may potentially develop into implementable projects under NRLM towards forming viable business ventures for SHG women or solve social problems. The winners will develop Project Proposals based on the approved Start-up idea/pitching presentation within a period of 15 days (from the date of this order) and will submit the same to Mission Director, NLM to be included in the Annual Action Plan of NRLM for year 2023-24. The winners will be later provided with an opportunity to implement the project as Technical Support Agency, subject to approval of Annual Action Plan of NRLM by MoRD. It is expected that through collaborating with Start-up eco system, Sanjeevini will facilitate acceleration of SHG women enterprises, income opportunities for SHG Federations, value addition of SHG products and together generate impactful solutions for socio-economic development of the state.

  
Mission Director  
Sanjeevini KSRLPS

To,

- 1) The Chief Finance Officer (to release funds)
- 2) Wager Hygiene India Ltd, Bangalore
- 3) Hydrogreens Agri Solutions Pvt. Ltd., Bangalore
- 4) Nutriplus Foods Pvt. Ltd., Bagalkote
- 5) The Additional Secretary, MoRD (for information)
- 5) The Chief Executive Officers, All Zilla Panchayats (for information)
- 6) Office copy/ guard copy