



Note on Karnataka: Youth Entrepreneurship

GLOBAL ALLIANCE FOR MASS ENTREPRENEURSHIP

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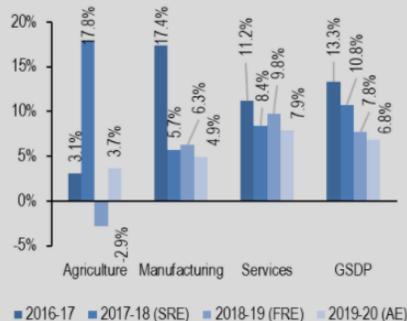
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Overview of Karnataka's Economy

Karnataka's Economy

- **GSDP:** The growth rate of Karnataka's GSDP (at constant prices) has decreased from 13.3% in 2016-17 to 6.8% in 2019-20.
- **Sectors:** In 2019-20, agriculture, manufacturing, and services contributed 10%, 26%, and 64%, respectively, to the state's economy. In the same year, these sectors grew by 3.7%, 4.9%, and 7.9%, respectively.
- **Per capita income:** The per capita GSDP of Karnataka in 2018-19 (at current prices) was Rs 2,31,491. This is 12% higher than the per capita GSDP in 2017-18.
- **Unemployment:** According to the Periodic Labour Force Survey 2017-18, Karnataka has an unemployment rate of 4.8%, which is lower than the all-India unemployment rate of 6.1%.

Figure 1: Growth rate in GSDP and sectors in Karnataka at constant (2011-12) prices



Sources: Karnataka Budget Document 2020-21, Central Statistics Office, MOSPI; PRS.

Note: These numbers are as per constant prices, which implies that the growth rate is adjusted for inflation. SRE – Second Revised Estimates, FRE – First Revised Estimates, AE – Advance Estimates

- Periodic Labor Force Survey (PLFS) shows that **Karnataka's unemployment stands at 4.8% for those above 15 years of age, significantly below the national average of 6%**
- The report, released by Ministry of Statistics, Planning and Implementation, shows that the Unemployment Rate (UR) in Karnataka for usual status (that is, based on work over the year prior to the survey) compares to relatively-industrialized States of Gujarat and Maharashtra (both are 4.8%), but below neighboring Andhra Pradesh (4.5%). The State is fifth best among large States in terms of low rate of unemployment.
- Unemployment is highest in urban areas, following the trend shown in the previous National Sample Survey Office (NSSO) employment reports. In Karnataka, urban unemployment is at 6.3%, compared to rural unemployment of 3.9%. Unemployment rates among females over the age of 15 is the highest at 7.2%.
- Similarly, youth unemployment (that is, those without work between the ages of 15 and 29) has touched 15.8% in the State. Though this is higher than Maharashtra and Gujarat, the unemployment rate among youth remains the lowest in South India.
- The report shows that as education qualifications increase, so does unemployment rates. For the illiterate, who form nearly a quarter of the State's population, the unemployment rate is 0.4%, while for those with diploma or comparable certificates, the unemployment rate is 22.1%. The unemployment rate among graduates and postgraduates is more than 12%.
- This is particularly stark in rural Karnataka — 35% of those with diploma certification are unemployed, while nearly a quarter of postgraduate degrees are without jobs in rural hinterlands. In contrast, 13.5% of urban diploma holders are unemployed, while barely 1 in 10 postgraduates is unemployed.
- Although the unemployment rate is low, Karnataka lags behind women empowerment. In 2015-16, only 49.3% women in Karnataka were involved in household decision-making, better only than Bihar, Telangana and Mizoram (Source: National Family Health Survey 2015-16)

Karnataka State Budget 2020-2021

1. A child budget for the first time

- For the first time, the state government has come up with a child budget
- As many as 279 programmes involving Rs. 36340 crores are proposed in the budget for the 2020-2021 which consists of Rs. 15.28 % of the total volume of the budget.
- This budget highlights the commitment of our government towards all round development of children in the state.

Fir for G.A.M.E¹: leverage the budget for kids and integrate entrepreneurship and life skills curricula in school across the states

2. Social welfare²

- In the social welfare sector, **the budget proposes to provide a grant of Rs.26,930 crore under SCSP/TSP** for the welfare of the community of Scheduled Castes and Scheduled Tribes. This is more than the amount required to be allocated as per rules.
- Encouraging talent development, the budget proposes to **provide vehicle driving** training to unemployed youth (male/female) of Scheduled Castes and Scheduled Tribes through Road Transport Corporations, Skill development training along with various **para-medical** certificate courses and **providing loan facility to purchase small goods transport vehicles**.
- A grant of Rs.2 crore has been set aside for the documentation of traditional tribal medical systems and practices and the **establishment of processing units of selected medicines in Shivamogga and Mysuru districts**.
- A grant of Rs.12.50 crore
- **for the establishment of “Charma Shilpa”, mechanized production units by 250 leather artisans with a subsidy of Rs.5 lakh at a unit cost of Rs.10 lakh** through Dr. Babu Jagajivan Ram Leather Industries Development Corporation Limited has also been proposed.
- A grant of Rs.78 crore for the comprehensive development of nomadic, semi nomadic, marginalized and highly marginalized communities; a grant of Rs.125 crore to various Backward Classes Development Corporations and **financial assistance of Rs.2.50 crore for the purchase of bikes to 1000 young men who deliver e-commerce products at Rs. 25,000 each**, through D. Devraj Urs Backward Classes Development Corporation has been proposed.

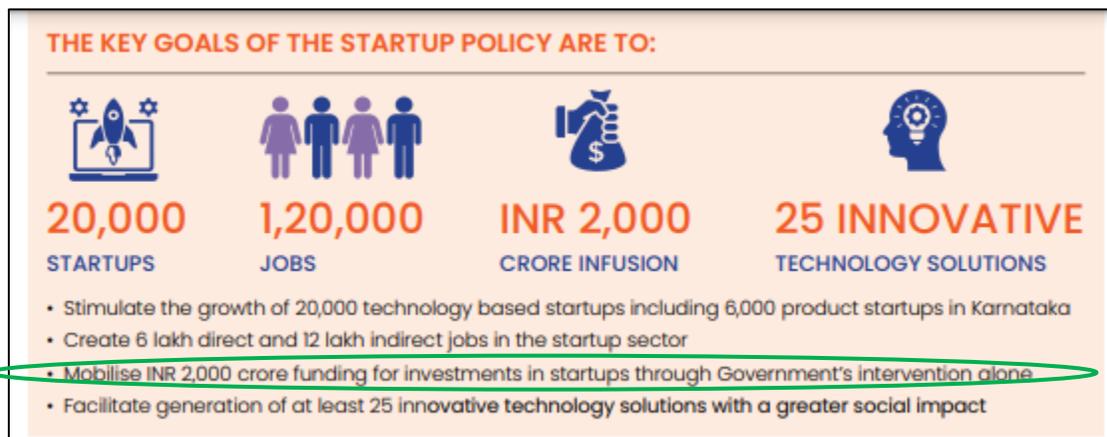
¹ G.A.M.E- Global Alliance for Mass Entrepreneurship

²<http://k-tech.org/new-age-incubation-network/>²² <https://www.thehindu.com/news/national/karnataka/karnataka-budget-2020-21-highlights/article30988415.ece>

Overview of the State Startup Ecosystem

Regarded as the Silicon Valley of India, Bengaluru, the capital of Karnataka, has always been at the forefront of driving India's startup growth story.

- With 14 out of the 32 unicorns in India, hailing from Bengaluru, highlights how the city has always been receptive to new ideas. The capital city of Karnataka continues to brace its ever-growing startup community with equal support being received from other players in the ecosystem.
- A well-developed startup ecosystem and the state startup policy plays a crucial role as engines of economic growth and development in a state. T
- The Government of Karnataka launched 'Karnataka Startup Policy 2015- 2020' in November 2015 to broaden and diversify the entrepreneurial community in the state through policy interventions and by leveraging the technology and innovation driven culture in Bengaluru.



Key Features of the Policy are:

1. To expand the New Age Incubation Network (NAIN) under implementation in engineering colleges for all professional and post-graduate institutions in Tier-II cities.
 - The institutes would be supported in the form of grants for operational expenses, annual financial support for projects, training, capacity building etc.
2. To promote exposure visits and workshops for capacity building
3. To provide support in the form of incentives and concessions such as reimbursement in tax, marketing reimbursement, patent filing cost, promoting women entrepreneurship and financial assistance to startups.
4. The state Government would assist in setting up of Technology Business Incubators (TBIs) in institutions of higher learning with well-developed research and development (R&D) facilities. This would provide an opportunity for research ideas to be converted into scalable business proposals.
5. The state would provide funding in the form of grant-in-aid (up to INR 50 lakh to be released in tranches) to innovators who may need early stage funding.
6. The state Government would also support private sector to setup incubation centers and accelerators or expand existing facility and operations on a Public Private Partnership (PPP) basis. The period of support would be three years.
7. The state Government would maintain a list of common instrumentation facilities present across the state and open for public use

Some of the key incentives offered under the policy are:

- Reimbursement of service tax paid by startups
- Reimbursement of VAT or CST (now GST)
- Marketing incentives to startups which include reimbursement of 30% of the actual costs up to a maximum of INR 5 lakh per year per company.
- The cost of filing and prosecution of patent application would be reimbursed to the incubated startup companies subject to a limit of INR 2 lakh per Indian patent awarded. As per the Government of Karnataka, a sum of INR 58.14 crore has been disbursed against reimbursement for incentives by Karnataka Startup Cell till the end of the consideration period.

		
<p>The state has a dedicated startup portal (https://startup.karnataka.gov.in) which contains a list of incubators, incubatees, partners, acceleration programmes, and lists out the incentives available for startups and relevant links to avail such incentives</p>	<p>The nodal department for implementation of startup policy is the Department of Information Technology, Biotechnology and Science Technology (IT, BT and S&T). The nodal officer for development of startup ecosystem in the state is the Principal Secretary, Department of IT, BT and S&T</p>	<p>The state has a robust Startup Cell which comprises of a dedicated team to provide assistance to startups. The startup cell in the state is led by a deputy head and comprises of other eleven full-time members</p>

Snapshot of State's Performance:



Karnataka has been evaluated on 7 distinct pillars which largely contribute to the growth of the startup ecosystem. The representation as expressed above depicts the relative performance of Karnataka in each of the seven pillars in comparison to the performance of the best state in that pillar.

Karnataka has shown remarkable performance in 'Easing Public Procurement' and 'Simplifying Regulations' by being in the 100th percentile. The range of impact generated through 'Institutional Support,' 'Incubation Support' and 'Awareness and Outreach' are also noticeable through this representation.

Although significant efforts have been made to enhance the startup ecosystem, the initiatives undertaken towards 'Seed Funding Support' and 'Venture Funding Support' require significant improvements since results in these pillars have been negligible.

Fit for G.A.M.E

1. Institutional Support- Assist the Startup port with making the portal interactive:

Interactive startup portal • The government could consider **creating a tab in the startup portal which gives details on registration of a startup and allows for such applications to be smoothly filed online**. The feature to apply may be clearly visible on the portal for both aspiring and registered startups without having the need to 'sign up' on the portal. • The portal could highlight a list of startups receiving benefits from partnerships which would help in encouraging startups to build strong relationships for efficient operations and would enable transparency in terms of the support being offered. • The portal may demarcate the industries in which the startups are being funded in order to motivate other startups to make use of such partnerships.

2. Simplifying Regulations

Interactive online mechanism

The state may make the portal more interactive by **adding a chatbot to the main website** to help in real time problem-solving for the startups. The feature would enable them to get customized responses instead of standardized FAQs currently available on the website.

Robust mechanism to resolve regulatory issues: There is a need for quarterly roundtables/ workshops to resolve sector specific regulatory issues. This would include a two-way communication between startups and relevant government departments aimed at direct consultation and grievance redressal.

3. Incubation Support

: Greater focus may be given to advertise available seats for startups in order to enable higher participation in utilizing the infrastructure as well as in creating an environment that is conducive to helping ideas translate to commercialization.

4. Seed Funding

Creation of avenues for seed funding: The kind of fund offered could also be monthly sustenance allowance, subsidized loans, or function specific financial assistance (such as for product development or marketing). The amount of seed funding offered to startups could be improved by partnering with High Net worth Individuals (HNIs) and other venture capital funds.

5. Venture finding support

Increased venture capital funds: The state should make endeavors to collaborate between existing startups and aspiring startups as a key to foster involvement of venture capitalists in a manner that it builds a strong startup business community facilitating an immense growth of startups in the state.

Increased investment by state for startups • The state government may work on identifying and inviting Alternative Investment Fund (AIF) to invest in potential startups. • An ecosystem could be made wherein investments are made in a bouquet of funds such as Infrastructure Fund, Angel Fund and Social Venture Fund wherein startups can avail money from any one the relevant funds. This in turn would also give an opportunity to a wide variety of startups to participate.

6. Awareness & outreach

Conducting educational training and events • Students or aspiring entrepreneurs require basic understanding of ideation, business planning, finance, legal and pitching before they venture out to run a startup. Government of Karnataka organized entrepreneurship development programmes in select institutions and going forward, the state may conduct such trainings and events in other educational institutes of the state as well.

Improvement in organization of Hackathons and Bootcamps • The government could focus on bootcamps in collaboration with existing institutional infrastructure. The bootcamps may be mentored by experts from the startup ecosystem or seasoned industry professionals to enable the state to conduct such programmes on a frequent basis. Also, a sequential record with all relevant details could be maintained by the state to have a vigil mechanism in place and analyses the pathway taken by the state towards building the spirit of entrepreneurship. • *The state government has organized a single hackathon. The government could organize more hackathons to serve as a platform for disruptive solutions and a potential opportunity for building such solutions as product offerings. Increased participation in hackathons would enable the state to collaborate intensively and mobilize the startup and entrepreneurial community to build an innovative startup ecosystem.*

Improvement in organization of national and international events • The government could establish clear guidelines pertaining to financial and non-financial assistance for startups and foster participation in national or international entrepreneurship events or conferences. • The government could reimburse travel and lodging expenses as incentives to startups to attend national and global events. • The government could also generate partnerships with other countries/international agencies such as educational institutions, incubators, and accelerators for knowledge exchange.

Youth Attitudinal Survey, Karnataka, 2011³

Hope & Aspirations:

- A new generation of young Kannadigas had interesting priorities and aspirations. ***High education was an important priority for youth.*** Those who already had access to higher education did not see it as a major priority.... Those who had been denied access saw it high on their priority list. Their aspirations indicate that they are aligned with the vision of the state of making it a knowledge society.
- ***Securing basic amenities*** was yet another priority for young people. This aspiration cut across all social groups and variables.
- ***Being socially responsible*** was an aspiration of a significant chunk of the youth. This was either a reflection of their active involvement in social work already or a reflection of a desired future course of action. This was a clear priority with rural youth.
- ***Youth also stressed on the fact that society must give the younger generation more responsibility. This both represents the aspiration of a new generation as also their frustration of not being*** provided with the opportunities that they believe that they deserve.
- ***The competitive spirit among youth was very much on display when young people asserted that they would like to achieve more than others. Young people in the state were more aware and confident about their capabilities. Urban youth and those with access to higher education appeared to internalize that competitive spirit much more than others.***
- ***The materialistic instinct among young people*** was clearly on display when they asserted that making money was important to be happy.
- ***The dichotomy between individual autonomy and being part of a group identity continued as a dilemma for most young people.*** This was evident when they conceded that they were not always in control of what happened in their lives and they had to often do things which were not right. Young people in metropolitan Bengaluru seemed more caught up in this dilemma as compared to those in smaller towns and villages.
- ***The highest anxiety among young people was linked to their career and job prospects.*** This anxiety was more visible among the rural youth and young people from among the Dalits and tribals.

Employment Opportunities : Vision And Expectation

- ***Young people in the state still favor a government job over working for the private sector.*** Those in small towns and cities (save Bengaluru) were more enamored of government jobs than others.
- ***The parental educational attainment did influence the employment choice of young people.*** While the father's education level did influence the preference for government or private jobs, the mother's being educated influenced the young people even more in their choice of working for the government or the private sector.
- ***Youth seek a government job in view of the security it offers.*** Given the revised pay-scales, youth may also find government jobs more attractive from this perspective too. The cynic could always argue that there is also a link between preference for government jobs and desire for a job that provides a reasonable income on account of the perception that government jobs have great scope for sourcing extra-constitutional means of earning wealth.
- ***In spite of the influence of globalization, young people prefer to remain within the state rather than venturing out to other parts of the country and beyond.***

³Source: Study on Perceptions, Aspirations, Expectations and Attitudes of Youth in Karnataka, August 2011
https://karunadu.karnataka.gov.in/jnanaayoga/Archives/Resources/Research%20Studies/Research%20Studies/Youth%20Study_full_report.pdf

- There was clearly a heightened expectation from the youth of the state in terms of policies, programmes and schemes targeted at the welfare and well-being of young people.
- There was a reasonable degree of awareness of select government programmes. Among the respondents (and their families) there were not too many respondents who stated that they were the beneficiaries of these programmes. ***The distribution of the benefits seemed uneven and did not seem to have penetrated rural Karnataka.***

Policy Recommendations:

1. Karnataka prides itself as being in the forefront of ***creating a 'knowledge society'***, The young people in the state share this vision and are committed to taking this forward. It would be useful if the state harnesses the knowledge pool and resource available in the state to create a robust, engaged, and vibrant knowledge society.
2. The study clearly shows that the ***family continues to be an important*** social institution in the lives of young people. It would be useful for government to target policies and programmes which aim at `family welfare` rather than mere `individual wellbeing`.
3. The new ***generation is brimming with ideas and has heightened expectations from the state.*** There is a negative perception on the role of the government/state among young people. There appears to be a lack of `engagement` with public life among the youth. It is vital that the government channelize the unbounded energy of the new generation and harness their potential for the well- being of the state. The state needs to strategize to involve the younger generation and sensitize them
4. to the priorities of the government and ensure that those priorities are aligned to the `world of the youth`
5. The study unequivocally endorses the fact that the ***mother has a critical role the play*** in the shaping of the attitudes and aspirations of her children. The education of the girl child must be pursued with renewed vigor.
6. There needs to be a ***serious expansion of opportunities and capacities across rural Karnataka.*** Young people in rural areas are often frustrated with the lack of opportunities and avenues. Information kiosks which provide the latest information with state-of-the-art facilities need to be made available for young people.
7. In rural and the newly emerging urban Karnataka there need to be more opportunities for interaction among young people ***across caste group and religions.*** The survey noticed that there was limited interaction among young people across caste and religious groups. This is more on account of lack of opportunities for such interaction rather than an inherent desire not to interact. Such opportunities would also in the long run, facilitate greater harmony between social groups in society.
8. Most young people in the state are caught up in a dilemma of how best to maintain their individual autonomy even while becoming part of a group identity. They are often unsure as to whether they are unconsciously on account of a range of pressures surrendering their individual space to conform to group norms. It ***would be useful if the younger generation is exposed to life skills training. This would help them make meaningful choices and assert their individuality even as they conform to larger social/group norms.***
9. ***Young people feel that they are willing to take on responsibilities but have limited opportunities for the same.*** Policy makers could strategize on providing institutional platforms at multiple levels for youth to get engaged in productive work and thus demonstrate their social skills and sense of commitment, belonging and responsibility. This would help them take greater ownership for the system.
10. ***The young people in the state are proud of their Kannadiga identity and the same must be cashed in upon by policy makers in the state by helping young people strengthen that identity.***
11. ***. With employment opportunities being a major area of anxiety for young people, the state needs to partner with the private sector and expand the pool of employment opportunities. It was this context that the need for life skills programmes for young people across the state was***

stressed. This would help build a positive self-image and enhance the skill sets of young people.

Youth Entrepreneurship in Karnataka

Government	Local/Private Players	Incubators	
Unnati (Elevate Unnati)	Entrepreneurial & Life skills curricula for school students by TIE	Catalyst for Women Entrepreneurship	
Promoting Entrepreneurship Through Bootcamps (E-STEP)	Industree	K-Tech Innovation Hub By NASSCOM	
	Deshpande Foundation	K-Tech Innovation Hub By Iamai	
	UNDP- Bizz Sakhis	K-Tech Innovation Hub By Bangalore Bio innovation Centre	
			Vlsi Labs, Kle University, Hubballi
			Technology Business Incubators (Tbi's)
			Bio incubator By K-Tech Innovation Hub, Manipal
			Brownfield Cluster, Deshpande Foundation, Hubballi

Government

1. Unnati (Elevate Unnati) by the Department of Social Welfare supports startups by Scheduled Castes/Tribes through a comprehensive platform offering high amount of funding.

Idea2POC Grant-in-aid for startups by SC/ST entrepreneurs

- Two Stages of Implementation: The first stream of Unnati is **technology innovation**. Many people across the State are doing it, but entrepreneurs from SC/ST background are denied a chance. This scheme will identify and promote these entrepreneurs. The second stream of Unnati is social impact. Unnati will identify companies that are working on products **and solutions** for problems that are plaguing both the Government and **society** at large.
- Target Beneficiaries: SC/ST entrepreneurs of Karnataka
- Funding Support: Under the Unnati Yojana for SC/ST community of Karnataka state government will give up to Rs 50 lakhs rupee financial support to the winning **entrepreneurs to develop tech-based solutions**.
- Budget/Outlay: The total investment under the Scheme for Entrepreneurs is Rs 20 crore (this may be enhanced to 100 crores)
- Entrepreneurial Support Services: The aim of this program is to cater to the end to end requirements of a startup i.e. from identifying the innovation, validating it, providing seed capital, and eventually giving them the market access.
- Reach: Karnataka has provided funding to 489 startups, with a committed amount totaling to ₹116.73 crore.
- Gender Lens: special focus on women entrepreneurs (30% of the winners until now are women)
- Geography: startups in Tier 2 and 3 cities resulting in – 24 per cent of winners in such regions.

2. Promoting Entrepreneurship Through Bootcamps

E-Step

- The Karnataka government's Department of Information Technology, Biotechnology and Science & Technology has launched a programme to empower student startups in the state towards entrepreneurship.
- The programme is part of Karnataka Innovation and Technology Society (KITS) and is called E-Step. The programme focuses on boot camps, mentoring and specific training programs which cover various aspects of entrepreneurship.
- It is a specially crafted program for students/ startups/entrepreneurs to understand the basics of entrepreneurship from experienced trainers, the state government said in a statement.
 - a. The first phase of E-Step will be to organize day long boot camps across all New Age Incubation Networks (NAIN) across the state.
 - b. Up to now, 2499 students between the age group of 18 to 26 have registered with almost 50% being female participants.
 - c. The bootcamp gives participants an overview of the current startup system. It also acts as a platform for ideation where teams will work on various ideas based on problems, solutions, competitors, and customer,
 - d. Students will work on product design and marketing and have a session on product development, sales and customer engagement, business model and creation of a pitch deck. The bootcamp also includes a mock pitch session and a mentor talk.

Fit for G.A.M.E

- Scaling No of Bootcamps across the State (also assist in branding and promotion so that maximum people can get to know about these bootcamps)
- Link more mentors to this program to conduct Bootcamps
- Assist in converting some of the ideas that come through these boot camps into real business- with the help of IT department. Get access to funding and market linkage support for these ideas.

Private Players

1. Entrepreneurial & Life skills curricula for school students by TiE

- TiE Young Entrepreneurs (TYE) is a Global Program fostering the next generation of entrepreneurs and business leaders. TYE helps high school students (grades 9-12) learn entrepreneurial skills, invention, and innovation by doing, rather than talking!
- Through this 12-week program, students develop self-confidence, leadership, creativity, and presentation skill

Fit for G.A.M.E

- **Regulation/Endorsing the most effective curricula:** there are many organizations working in this space (Udhyaam Learning, ENpower, TiE etc.), but the state government has mandated this life skills/entrepreneurship curricula in schools. Therefore, GAME can undertake research and endorse the most effective program as a policy recommendation
- **NEP 2020** also highlights the integration of life skills and entrepreneurship curricula in schools:
“life skills such as communication, cooperation, teamwork, and resilience”

2. Industree

6.1 Production Units in Karnataka:

- In Karnataka, Industree is working with producers in the apparel value chain, setting up independent producer units of 15 to 25 producers, primarily in Mandya and Ramanagara districts.
- Partnerships: Industree has already identified and finalized partnerships for this project – with the UNDP, British Asian Trust, Social Venture Partners, Mastercard Center for Inclusive Growth, National Skills Development Corporation and National Rural Livelihoods Mission. The first of the training sessions began in June 2017.

6.2 Models which can be replicated in Karnataka

- Greenkraft is a producer-owned social enterprise – a Producer Company under Indian law, incorporated in 2012, supported by Industree Foundation. Currently it is based outside of Madurai, in Tamil Nadu. Almost 100% of the members are women, with a number of them in supervisory positions.
- IKEA as one of the vendors of Greenkraft- <https://industree.org.in/wp-content/uploads/2013/11/Greenkraft.pdf>
- IF believes that if the poor have access to the sustained and consistent demand for their products and services, and are provided with an enabling ecosystem, they can integrate into the formal economy and lift themselves out of poverty. The producers own the company.

- Since inception the company has done cumulative sales of over 5 Million USD, with customers like, Ikea, H&M, TJ Max, etc. The company has 1,100 members with almost 100% women. The company manufactures high-quality hand-woven baskets made from recycled banana bark.
- Owner-members of GreenKraft enjoy regular and formal work with full labor standards, social security and pension benefits, health insurance, childcare, and opportunities for skill development and career advancement. Many of the women members are earning income for the first time in their lives. Recognizing this, the company provides key life skills training such as digital banking and personal financial management, nutrition, and health.

They have:

1. Training
2. Mentorship
3. Funding

Fit for G.A.M.E

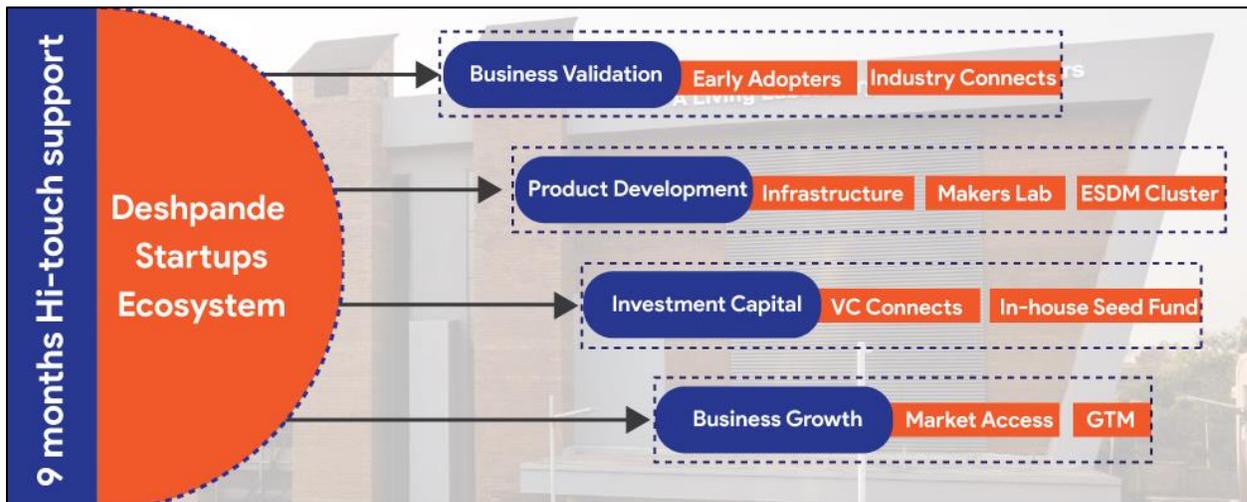
- Improve quality
- Design expansion plans
- Funding: GAME can assist in getting funding for training and handholding these producer companies
- Scale by provide market linkage with other domestic and international brand
- Lighthouse project for other states: for example, Punjab has a growing arts and crafts sector (Phulkari, Juttis, rugs etc.)
- Technology: can create a unified platform for women to be a part of this initiative

3. Deshpande Foundation

Present in Tier II & Tier III cities.

A. Incubation Program (Agri Tech, Rural Health Tec, Edu Tech, Rural Innovations)

- The ecosystem nurtured by the foundation gives startups a ready launch pad to access farmers, students, micro entrepreneurs, and networks that can enable quicker growth
- The program has been designed keeping in mind three critical needs of startups Mentor, Market and Money
- The program enables startups to progress from stage to stage by receiving timely advice, market penetration support, funding connects and access to infrastructure.



- B. **Yuva Entrepreneurship** program provides a platform to nurture promising ideas brought up by young minds to build their respective ideas into prototypes/products. A unique program where student communities are trained to build their entrepreneurial mindset along with a dedicated team of mentors and resources available in the ecosystem

Pillars of the Program:

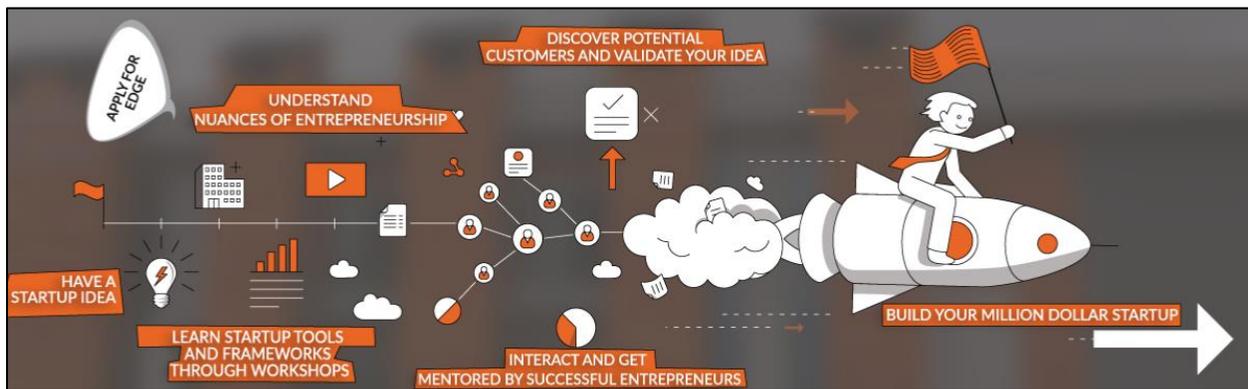
- Start Up Events
- Networking
- Mentorship
- Rapid Prototyping

Entrepreneurship at three levels:

- **EXPOSE:** We give exposure to the Deshpande Startups ecosystem, introduction to entrepreneurship and insights from successful entrepreneurs.
- **ENGAGE:** We engage students from different institutes and create a platform to Ideate, Design and Build your product. Aspirants solve real-world problems by developing social impact solutions.
- **ELEVATE:** We support passionate individuals to elevate their ideas towards their Entrepreneurial journey.

C. EDGE- Start Up Launchpad

- EDGE provides first-generation entrepreneurs with the opportunity to test, validate and continuously improve on their business ideas. This 12-week intensive program is centered on customer discovery where entrepreneurs are expected to interact with their customers, gain insights, and keep pivoting and iterating their ideas.
- Pillars:
 - Mentorship
 - Co-working space and labs
 - Pitching to VCs, Angel investors
 - Workshops by experts



D. Funding

- We provides funding support to the eligible Innovators/startups through National Initiative for Developing and Harnessing Innovations (NIDHI), it is an umbrella programme conceived and developed by the Innovation & Entrepreneurship division, Department of Science & Technology, Government of India, for nurturing ideas and innovations (knowledge-based and technology-driven) into successful startups.

E. ESDM Cluster

- offers “State-of-the-art infrastructure and modern-day technological aid along with a testing facility to support the electronics startups ideas
- The cluster is an initiative of Deshpande Startups in association with the Government of Karnataka & India Electronic and Semiconductor Association (IESA).
- strategically based in Hubballi, with a vision to promote the ESDM cluster and nurture the young electronics startup community in the North Karnataka region.
- Offers: design, prototype, production, final assembly testing facility, modern day tech aids

F. LEAD - Leaders Accelerating Development

- Through workshops and events, LEADers Accelerating Development (LEAD) unleashes the leadership potential of youth so that they start proactively ideating, see problems as opportunities, create solutions and crack the algorithm of execution. LEAD was initiated to ignite the minds of

young college students by giving them a taste of innovation and entrepreneurship. It started in 2008 with a small group of dedicated students who wanted to improve their community



Fit for G.A.M.E

- Increase the reach of the Incubation Center at Huballi – connect potential beneficiaries
- Leverage the existing ecosystem of farmers, SMEs, yuva entrepreneurs, women to improve the quality of individual programs – for example: introduce MeraBills here
- Connect with funding and seed capital for startups (for example connect with Government of Karnataka startup funding component, schemes like ELEVATE, UNNATI etc.) – bring two strong players of the state together
- Build the capacity of the market connect support
- Training Content & Material for Workshops- for Young Entrepreneurs, new entrepreneurs
- Connect Industry to donate modern labs – for testing, prototyping
- Explore if some of the models can be replicated anywhere across in the country
- Scale up their EDGE curricula across the country
- Conduct Research on what has worked across their programs and areas of improvement (Knowledge Pieces)
- Supporting startups incubated by Deshpande Foundation: design a program for the ones already nurtured by them

4. UNDP-Biz Sakhis- Deshpande Foundation

- United Nations Development Program in partnership IKEA Foundation launched the Biz Sakhi program with the aim of empowering more women micro-entrepreneurs in the MSME sector.
- This program aims to create a community of women micro-entrepreneurs who will **train and mentor** other women micro-entrepreneurs as part of economic development.
- Deshpande Foundation aims to provide entrepreneurship development training to 3000 micro-entrepreneurs and to incubate 1000 sustainable women micro-entrepreneurs through the Biz Sakhi Program.
- The roles of the Biz Sakhis are to empower other women in society by introducing, assisting, and mentoring them in their micro-enterprise. By working on a peer basis, this allows women in society to be inspired and motivated by their companion Biz Sakhis in taking up a business. This model is extremely simple, yet extremely effective as it allows micro-entrepreneurs to thrive in a supportive environment.
- Pillars:
 - Trainings on Entrepreneurship Development (curriculum developed by Ministry of Skill Development & Entrepreneurship, NIESBUD
 - Leveraging strong community support present in rural areas

Fit for G.A.M.E

- Scale up the program
- Get support of other organizations/NGOs to include more women entrepreneurs
- Expand the scope of the program to maybe include linkage with markets, funding, or training on financial literacy, digital literacy
- Training of the Biz Sakhis on a new mentorship program so that they are better equipped to further train local women entrepreneurs
- Identify potential lucrative businesses in rural Karnataka and advice potential women entrepreneurs with these ideas, handhold, and mentor from product to idea stage, connect with market, funding etc.

Incubators

1. Catalyst for Women Entrepreneurship- (<http://cwe.org.in/>)

- **Target:** Women
- **Description:** Catalyst for Women Entrepreneurship (CWE) being a business Incubator⁴ of the Government of Karnataka provides space for women entrepreneurs with tech enabled enterprises in Bangalore.
- The incubator provides 20 seats and facilities for 12 months at the K-Tech Innovation Hub by 'NASSCOM 10K Startup' warehouse.
- **Entrepreneurial support services:** Finance, Markets, Technology & Trade Networks (The CWE platform provides mentoring and access to finance, markets, enabling technology, information and trade networks to the selected entrepreneurs and enables them to attain success and profitability in their businesses)

Fit for G.A.M.E

- Expand the services of the incubator- get more seats by getting access to funding
- Business/Entrepreneurial Skills: a structured curriculum could be built in for various types of women entrepreneurs
- Access to Finance: link CWEs women entrepreneurs with various sources of finance:
 - Government programs
 - Banks
 - Other Financial Institutions
- Access to Technology: A comprehensive 'business' portal is envisaged by CWE that can open up a whole new range of opportunities for women entrepreneurs to strengthen their access to relevant information, markets, finance, and networks, and build their business skills and capacity. This will be a platform for entrepreneurs to network and interact for business, building go to market alliances, as well as training and eLearning.

⁴ Karnataka Startup Policy highlights the following provisions for women entrepreneurs: –

- Reserving 10% incubation space for women entrepreneurs
- Ensuring one-third representation of women entrepreneurs, students, and teachers etc. –
- Working of female employees in 3-shift operations with availability of general permission to operate during night hours specially for women led startups. This is subject to taking the prescribed precautions with respect to the safety & security of women employees

2. NAIN: NEW AGE INCUBATION NETWORK⁵

- **To encourage entrepreneurship and innovation it is proposed to establish incubation centers in ICT sector in association with selected engineering colleges at district headquarters**
- The current incubation models that are prevailing are infrastructure support incubation centers or academic focused incubation centers.

NAIN Objectives

- The main objective of NAIN Scheme is to encourage students, research scholars and alumni to share their ideas to solve chosen problems which are local centric and to validate, Refine and Nurture the ideas.
- Incubation Center shall provide an eco-system to convert the ideas in proof of concept and upgrade them to a level of commercial value.
- After successful incubation, encourage and lead the teams towards setting up a Business enterprise.

Fit for G.A.M.E

- Scale up: introduce NAIN to other science and engineering colleges of India
- Strengthen the existing NAIN: by bringing more industry collaborations and mentors
- Assist in converting the ideas into real business enterprise

3. K-Tech Innovation Hub by NAASCOM

- The Government of Karnataka in line with its i4 policy has set up a K-Tech Innovation Hub at NAASCOM Diamond District, Old Airport Road, Domlur, Bengaluru
- It is spread over an area of 37,000 sq. ft. and has a seating capacity of 350 with a 100% power backup, leased internet line, a vibrant ambiance, Conference room with AV facility, over 10 meeting rooms, cafeteria, and housekeeping facilities.
- The facility offers subsidized incubation space which will help the Start-ups to make use of the ecosystem and in turn help the companies which are in their nascent stages to attract angel investors, VC's and enterprises to play a major role in Bengaluru and helping more such Start-ups to thrive and succeed.
- They offer various services for e.g. providing physical workspace (Plug & Play), Support Services (HR/Legal/Accounting etc.), access to network of investors, mentors, and industry experts etc., access to Startup Kits etc. besides the subsidized seat rentals of INR 4000 + GST per month.

⁵ <http://k-tech.org/new-age-incubation-network/>

The nine engineering colleges selected for NAIN funding in Phase 1 are: JNN College of Engineering (Shivamogga), PDA College of Engineering (Kalaburagi), SDM College of Engineering & Technology, (Dharwad), Siddaganga Institute of Technology (Tumakuru), BLDEA's VP Dr PGH College of Engineering & Technology (Vijapura), Basaveshwara Engineering College (Bagalakote), NMAM Institute of Technology (Nitte, Udupi), National Institute of Engineering (Mysuru); and KLS Gogte Institute of Technology (Belagavi). The 10 engineering colleges selected for NAIN funding under Phase 2 are: Sri Jagadguru Chandra Shekaranatha Swamiji institute of Technology (Chikkaballapura), Bapuji Institute of Engineering & Technology (Davangere), Sahyadri College of Engineering and Management (Mangalore), Mangalore Institute of Technology & Engineering (Moodabidri), Ghousia Engineering College (Ramanagara), Govt. First Grade College (Holenarasipura), Govt. College Autonomous (Mandya), Sri MV Govt. Science College (Bhadravathi), Dharwad College of Agriculture (Vijayapura); and SBRR Mahajana First Grade College (Mysuru).

4. K-Tech Innovation Hub by IAMAI

- IAMAI is a not-for-profit industry body registered under the Societies Act, 1896. K-Tech Innovation Hub at IAMAI has been established in association with IAMAI to strengthen the mobile app ecosystem in the State of Karnataka with the objective to train mobile application developers and incubate them into entrepreneurship.
- This incubation center spread over an area of about 10,000 sq. ft. provides early stage Apps startups and developers highly affordable incubation space, training center, testing lab and design center.
- Mobile10X hub has a Testing Lab, Design Lab, Capability Building and Co-working Space.

5. K-Tech Innovation Hub by Bangalore Bio-Innovation Center

- K-Tech Innovation Hub by Bangalore Bio-innovation Centre (BBC) is an initiative of Karnataka Innovation Technology Society (KITS), Dept. of IT, BT and S&T, Government of Karnataka with a liberal funding support from Department of Biotechnology (DBT), Government of India.
- The Centre is a world class Incubation Centre with Common Instrumentation Facility in a 10-Acre campus with total built up area of above 50,000 sq. ft.
- It provides mentoring support, funding opportunities, branding support and networking support besides laboratories and equipment.

6. VLSI Labs, KLE University, Hubballi

- Services available at the **VLSI Incubation Centre** include overall training & development for Incubatees to create 'Entrepreneurs', trained, on-campus faculty, 30 fully equipped workstations, expert guidance on intellectual property (IP) creation and registrations, skilled industry mentors for product design, system, ESDM and VLSI, techno-commercial help for product & chip design with validation of proof of concept, legal, administrative and accounting help, access to markets and funds through investor networks and access to subsidies through Government policies and various other schemes.
- Incubatees will be provided with approximately 5,000 sq. ft. of space in the KLE Campus.
- They will also have access to the hardware/chip design, testing and validation facility, high end EDA Tools partnering with Mentor Graphics, Cadence, ARM... etc., remote, and easier connectivity to design tools and equipment, pan India, easily accessible state-of-the-art facility for fast prototyping and specific ESDM requirements.

7. Technology Business Incubator (TBIs)

- In order to foster a strong partnership between R&D institutions and industry, the Karnataka Startup policy had envisaged supporting the establishment of TBI for promoting Innovations in thrust areas such as ICT/IOT/Software Products, ESDM, Robotics, 3D Printing, Healthcare and Biopharma, Agriculture & Allied Fields, Cleantech, Energy, Water & its recycling, Education, Nanotechnology & Composites.
- Accordingly, the Government of Karnataka is supporting the establishment of 5 TBIs with a total budget outlay of Rs.2971.00 lakhs for a period of 5 years.
- Out of the same Rs.2096 lakhs are meant for infrastructure and procuring thrust area equipment.
- Through TBIs, we intend to bring academia, industries, and financial institutions all to one platform and promote/nurture novel technology/innovation coming out of such association.
- Also, the startups will have Infrastructure, equipment, mentoring, branding, networking, legal, financial, technical, intellectual property related services all under one roof to build a vibrant startup ecosystem within the academic setup

List of TBLs

- Nanoscience Centre for Nanoscience, IISc
- Manufacturing Technology Centre for Product Design and Manufacturing, IISc
- Biotechnology, Agriculture C-CAMP – UAS, Bengaluru
- Biopharma, MedTech, Biomedical Manipal Academy of Higher Education, Manipal
- AI / IoT / Robotics / ESDM Ramaiah University of Applied Sciences

8. Bio Incubator by K-TECH Innovation Hub, Manipal

- **Manipal – Government of Karnataka Bio incubator** is an initiative undertaken by the Government of Karnataka under Karnataka Biotechnology and Information Technology Services and Manipal Academy of Higher Education, Manipal, to foster innovation and to build a startup ecosystem.
- An area of 10,000 sq ft, has been developed for Technology Business Incubator, to support startups focused on the thrust areas of Bio incubator, i. e., Biopharma, Biomedical Innovation, Dental Innovation, Biotechnology, Healthcare, and Diagnostics with dedicated and shared Incubation facility, Common and Dedicated Instrumentation Facility along with Tissue Culture Facility and Dedicated Offices.
- Complimenting these facilities Bio incubator also facilitates to get access to MAHE facilities such as Central and Departmental Instrumentation Facilities, Animal House Facility, Biobanking and Medical Facilities, Fabrication/Workshop facilities, Clinical Trial Supports and Library and Other Resources.