Startup India Conference – Kerala

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Outline of the Presentation

- **Introduction**

- **State presentation Agenda**

  - **Progress on Action Plan (compliance with labour laws, environment laws, etc.)**

  - **Establishment of Hub/ Incubators**

  - **Good practices**

  - **Funding model for Startups**

  - **Status of white and green categories of industries**

  - **Future plans including reforms that will be taken up by the states**

  - **CSR initiatives by industries within the state**

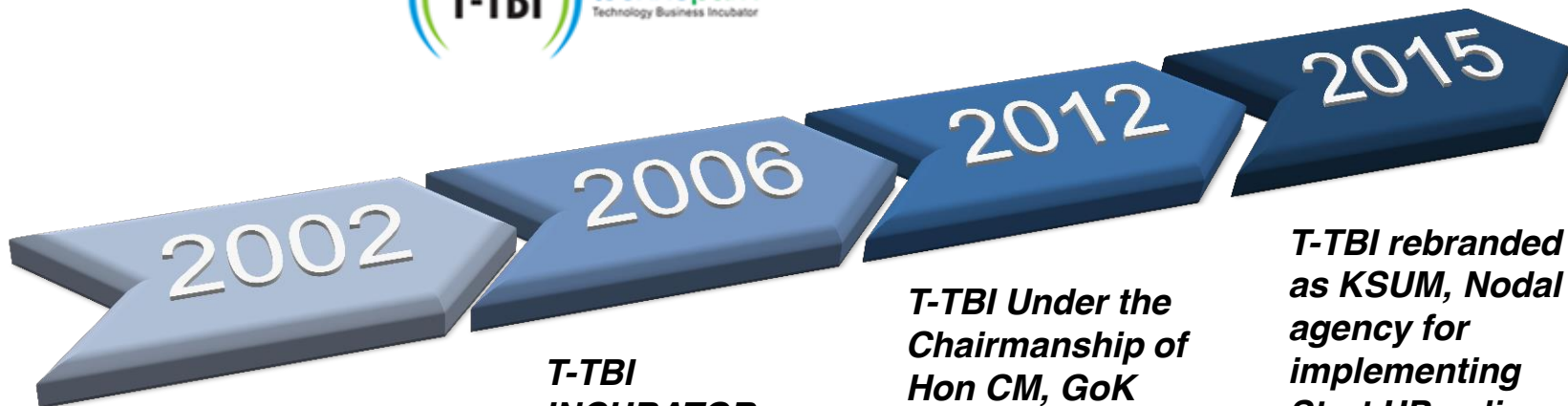- **Summary**

Introduction

GOALS

- *3000 technology startups by 2030*
- *Creation of wealth through Knowledge creation*
- *Mindset change from Job seekers to Job creators*

Kerala IT Policy   2012

100% LITERACY

100% TELE DENSITY

technopark

STRONG FOUNDATION LAID BY TECHNOPARK OVER 6 YEARS IN CONNECTING 162 ENGINEERING COLLEGES GIVING ACCESS TO 1,20,000 STUDENTS

Introduction - Ecosystem Evolution

2002

2006

2012

2015

TBIC -A Centre supported by Technopark

T-TBI INCUBATOR supported by DST, GoI

T-TBI Under the Chairmanship of Hon CM, GoK 1ST PPP Incubator Startup Village

T-TBI rebranded as KSUM, Nodal agency for implementing Start UP policy

AWARDS:
1. *Special Commendation on Golden Peacock Award 2013,*
2. *AABI Incubator of the year 2012,*
3. *2nd Best Emerging Incubator in 2011, and*
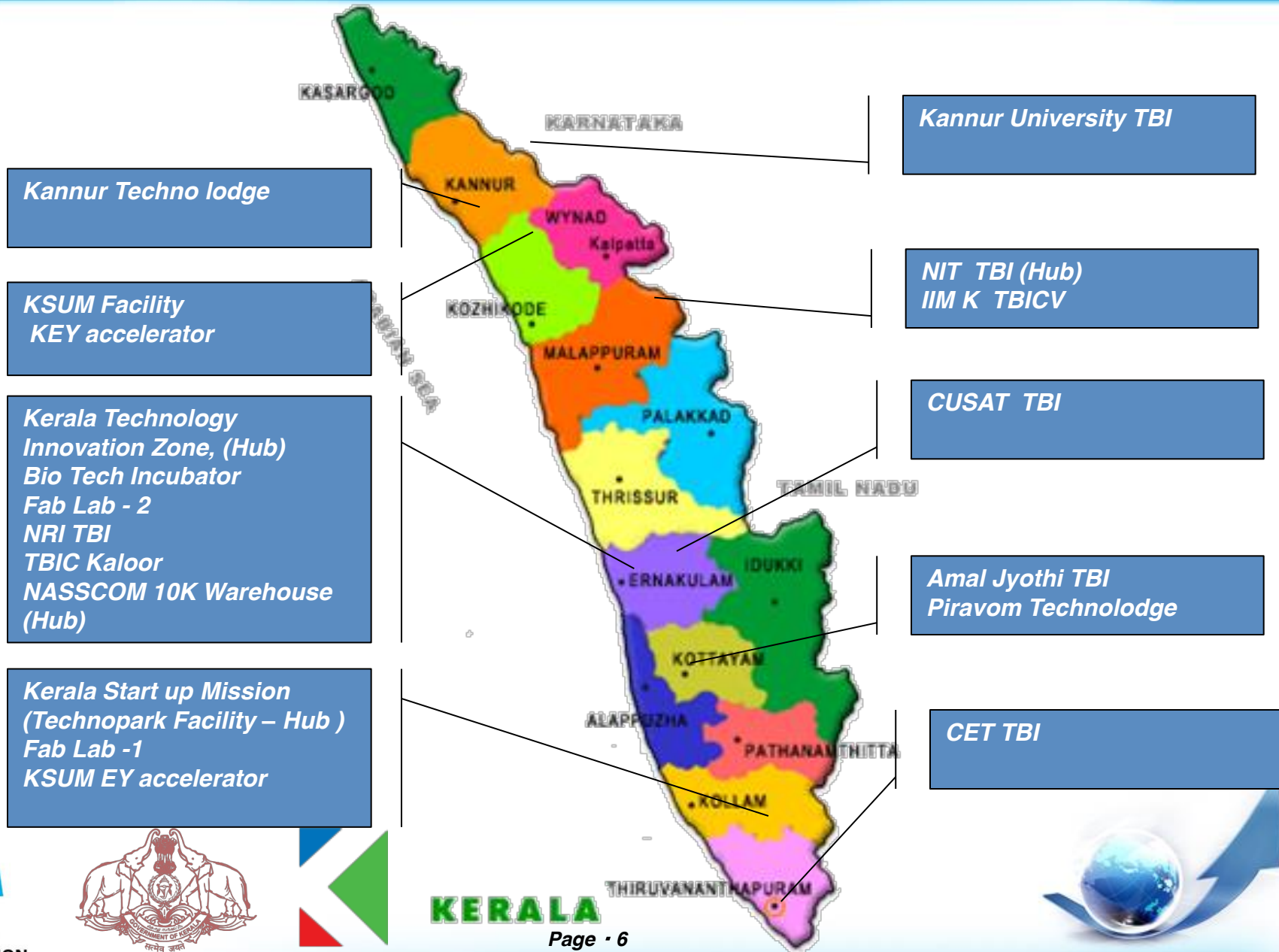4. *India's Best Incubator 2007*

Progress on Action Plan

- **Kerala Technology Startup Policy 2014 and sub policies by other departments**
    - **Covers the creation of infrastructure for incubation**
    - **Human Capacity building through interventions at school and college level**
    - **Provide funding and other incentives to startups**
- **Self certification regime being setup (green category industries)**
- **Online SWC system planned**
- **Support to Women Entrepreneurs**
- **1% of the State's annual budget ear-marked for entrepreneurship development activities.**

Start Up Ecosystem – Hubs and Incubators

Kannur Techno lodge

KSUM Facility KEY accelerator

Kerala Technology Innovation Zone, (Hub) Bio Tech Incubator Fab Lab - 2 NRI TBI TBIC Kaloor NASSCOM 10K Warehouse (Hub)

Kerala Start up Mission (Technopark Facility – Hub) Fab Lab -1 KSUM EY accelerator

Kannur University TBI

NIT TBI (Hub) IIM K TBICV

CUSAT TBI

Amal Jyothi TBI Piravom Technolodge

CET TBI

Page · 6

Good Practices – Integrated approach

Learn to code – Raspberry PI distribution
Electronics @school
Innovation challenges
IEDCs (Startup Boot Camps)
Digital Fabrication & design thinking

Academic intervention
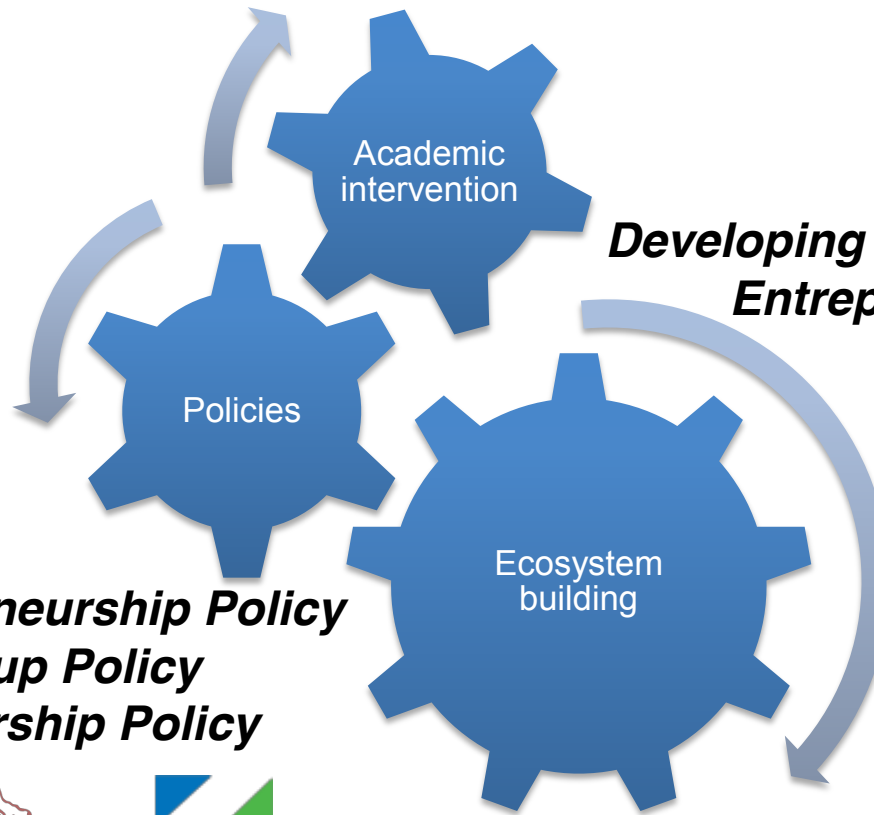
Developing the elements of ecosystem
Entrepreneurial capacity building
Infrastructure creation
Funding to start ups

Policies

Ecosystem building

Student Entrepreneurship Policy
Technology Startup Policy
KTU entrepreneurship Policy

KERALA STARTUP MISSION

KSIDC

Academic interventions

FOR SCHOOLS

Learn to code → To give students with Raspberry Pi's and Electronic Kits → Opened them to Intel tech challenge → Inspire DIY

FOR COLLEGES

Impart entrepreneurial skills to the students of Technical Institutions → Adopt Student Entrepreneurship policy → Distribute startup box to try their hands → MIT FAB LABS → Interfacing and networking among academic, R&D institutions, industries and financial institutions

KERALA STARTUP MISSION

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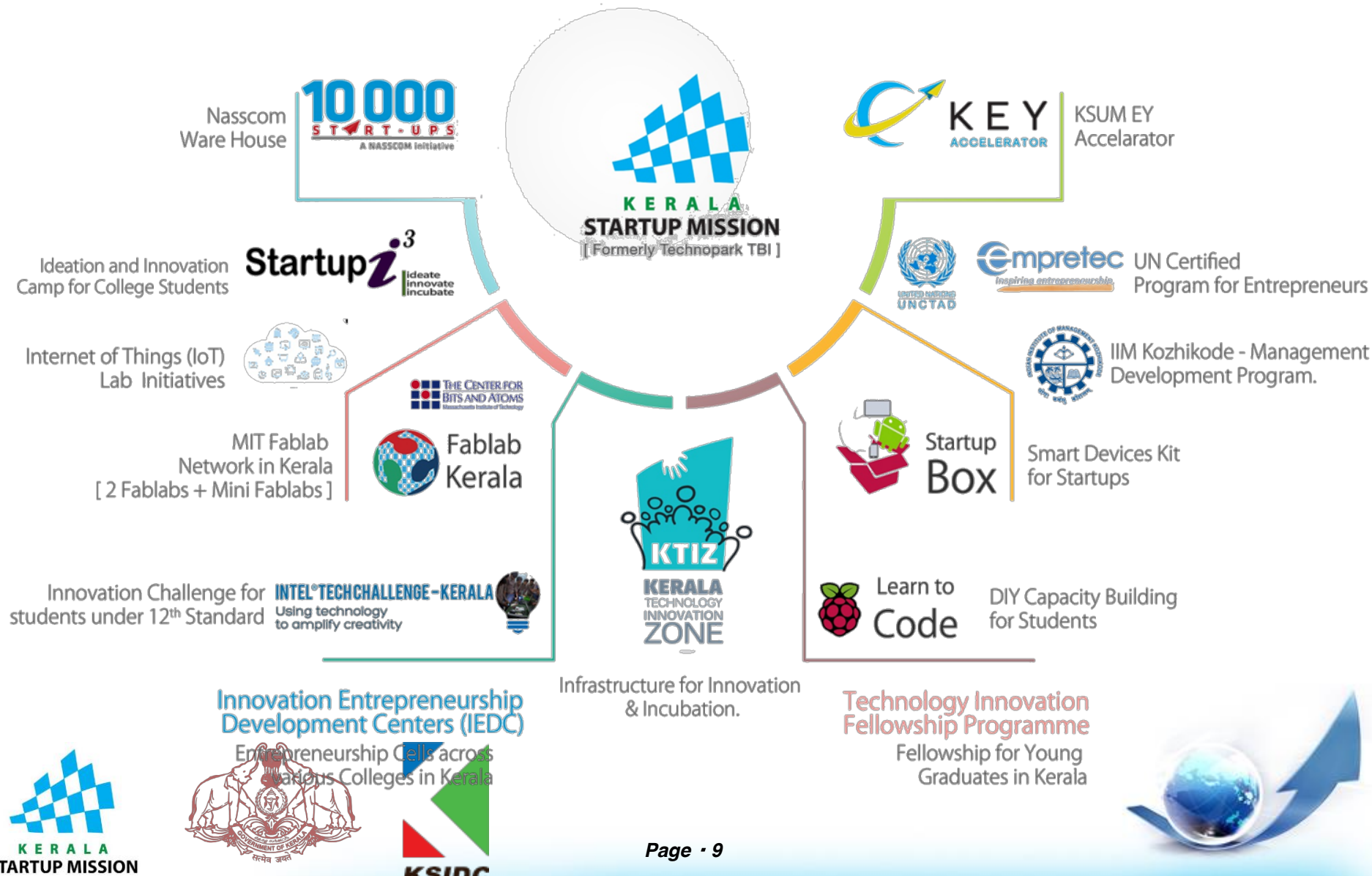
Startup Ecosystem- Infrastructure

1 BIO TECH INCUBATOR (RGBC)

2 OFFICE PLAZA (ELECRONICS INCUBATOR)

3 STPI BLOCK

4 FABLAB

5 COMMERCIAL & RESIDENTIAL BLOCK

KTIZ Master Plan

A multi technology multi sectoral hub, a project of Govt. of Kerala through Kerala Startup Mission at Kalamassery, which promotes technology in diverse sectors like Biotechnology, IT/ITeS, Telecom, Agriculture, Tourism, Coir, Health & Media.

KERALA TECHNOLOGY INNOVATION ZONE

KERALA STARTUP MISSION [Formerly Technopark TBI]

KTIZ KERALA TECHNOLOGY INNOVATION ZONE

KERALA STARTUP MISSION

KSIDC

Celebrating Youth Entrepreneurship

- **Participation of over 4000 student entrepreneurs**

- **Annual meet for student/young entrepreneurs to Collaborate and Network**

KERALA STARTUP MISSION

KSIDC

- **An initiative by KSIDC to promote Women Entrepreneurship**

- **High status of Women in the state**
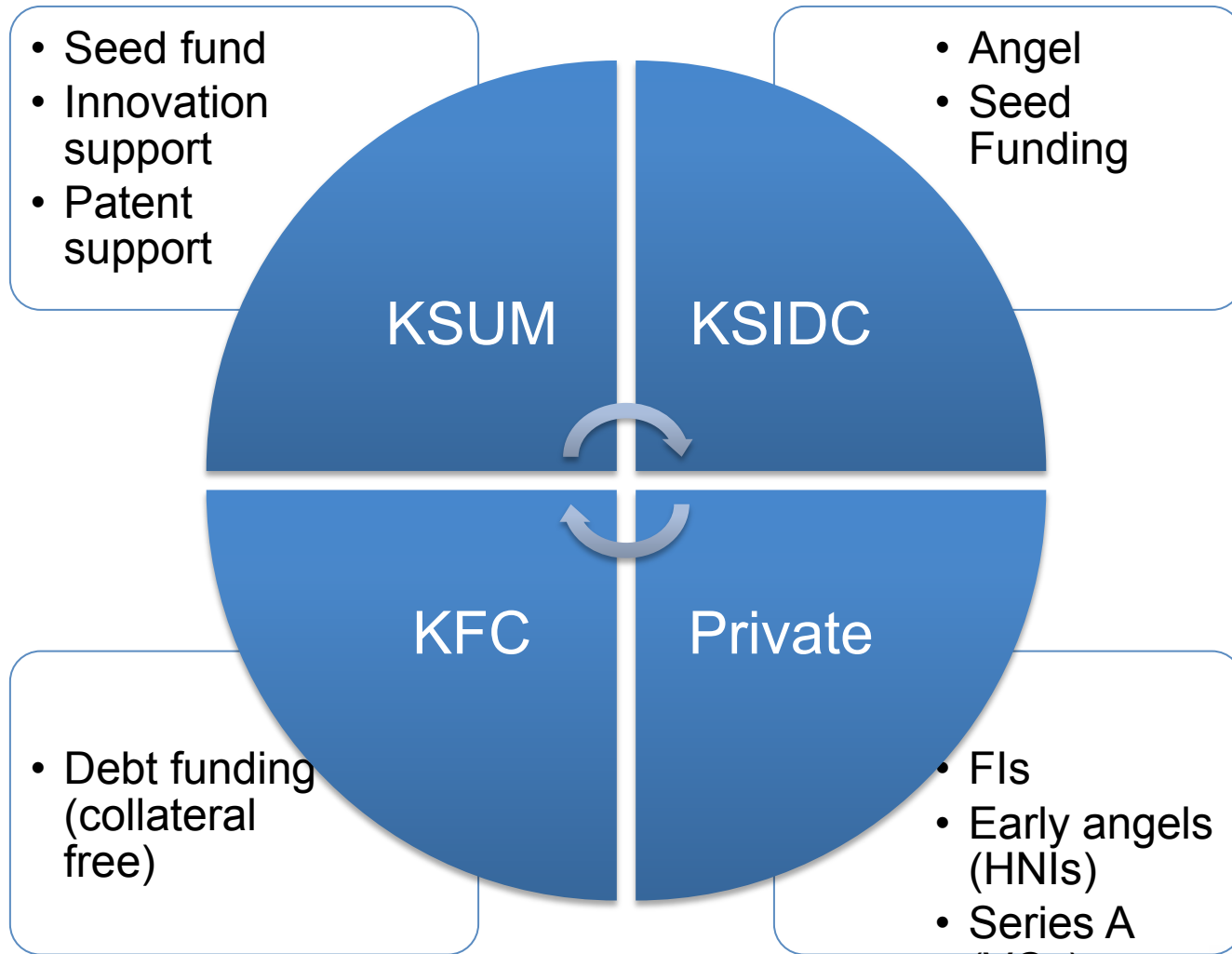 - **Male female ratio**
  - **Education**
  - **Employment**
  - **Low birth rate**

Promotion of innovative startup ideas in the traditional sector

- **Power Loom Enterprise Creation Centre**
- **Innovative Enterprise promotion program in Handloom**
- **Handloom Business Incubator**

Funding sources

- Seed fund
- Innovation support
- Patent support

- Angel
- Seed Funding

KSUM | **KSIDC**

KFC | **Private**

- Debt funding (collateral free)

- FIs
- Early angels (HNIs)
- Series A (VCs)

KERALA STARTUP MISSION

KSIDC

Funding Models

- **Early Angel funding**

- **Soft loans /collateral free loans**

- **Convertible loans**

- **Performance linked Assistance**

- **Innovative idea grants**

Future Plans

- **Sector specific startup policies/guidelines/incentives**

- **District Industries centers to run as general purpose incubators**

- **Specialized incubators linked to IT and Industrial Parks**

- **Multi Domain & Multi Technology innovation Zone**

- **Kerala Startup Fund (with SIDBI fund of funds, Federal Bank and KSIDC)**

- **Virtual platform connecting R&D /innovation to corporates/startups for commercialisation**

- **Self declaration for startup Registration**

- **Internal market creation for startups**

Summary

- Ecosystem elements being built
- Events being organized (YES, WE , CAN)
- Innovation being promoted
- Funding being arranged
- International exposure given
- Policy support for formation and running
- Local market creation
- Academic incubators being promoted
- Entrepreneurship as part of curriculum and a career option
- Failure being accepted

Entrepreneur Magazine -Incubator ranking

Overall ranking (Top 25)

1. *Startup Village (1)*
2. *Kerala Start Up Mission (2)*
3. *Amrita TBI (11)*

Electronic Incubators

1. *Electronics Incubator (maker village (5)*
2. *NIT Calicut (8)*

Tech Enabled incubators

1. *Amal Jyothi IC (15)*
2. *NRI TBI (21)*

Clean tech incubators

1. *CET TBI (6)*

Thank you

www.startupmission.kerala.gov.in