



सत्यमेव जयते

Government of India
Ministry of Commerce and Industry
Department for Promotion of Industry and Internal Trade

#startupindia

» STATES' STARTUP RANKING 2022 «
BEST PERFORMER



KARNATAKA



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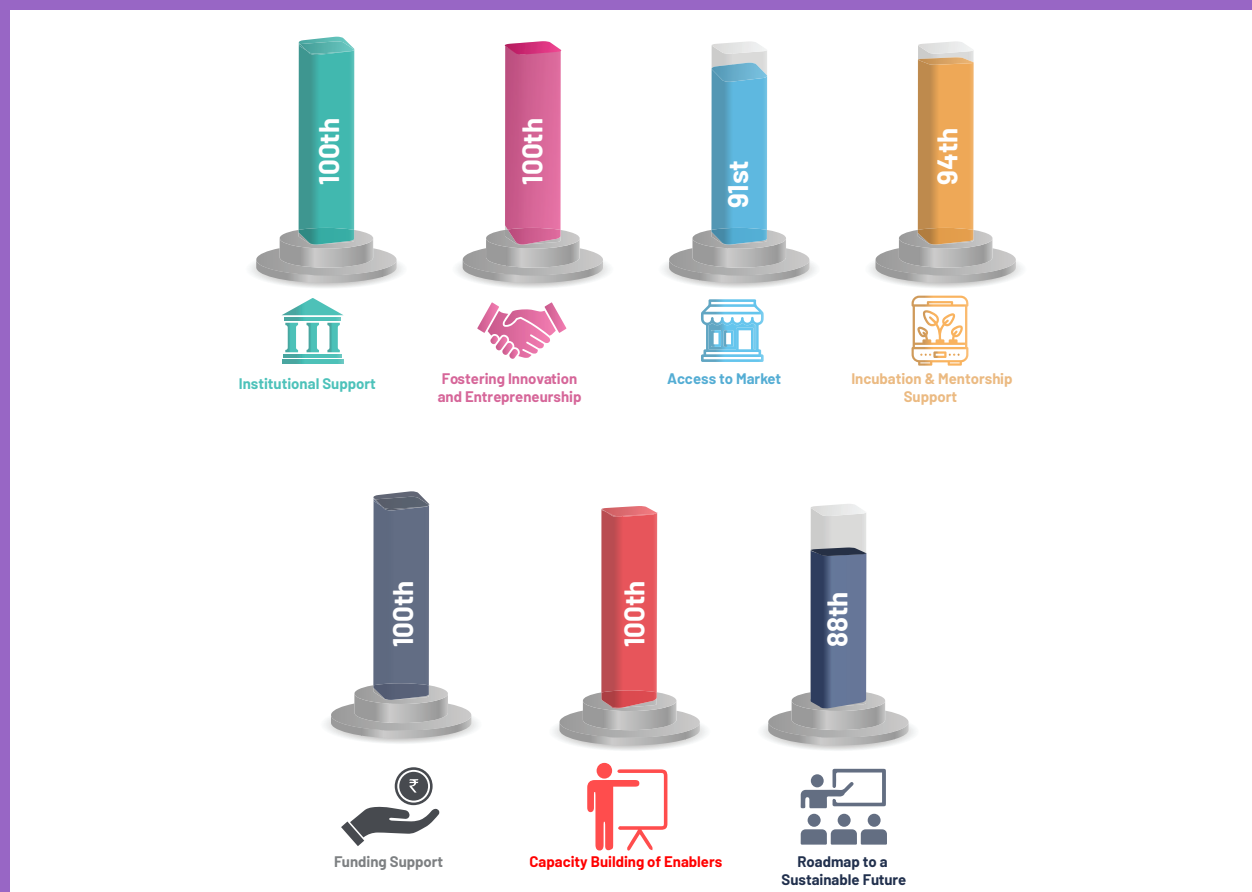
States' Startup Ranking 2022 Results

Karnataka participated in all 7 Reform Areas and 25 Action Points of the Ranking Framework 2022. Karnataka's performance in each of the Reform Area has been graphically represented. Data presented below is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs.

For example, if Karnataka has a score of 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than all the participating States/UTs in that Reform Area.

Karnataka has been evaluated on seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in the State. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

For all 7 Reform Areas, Karnataka is in the topmost percentile of 75 to 100, details of which is represented below:



STATE STARTUP ECOSYSTEM

Karnataka is the leading software manufacturing hub and the leading exporter of software technology in the country, contributing more than **8%** to India's GDP¹ in FY 2022-23. The state is home to leading tech companies and Startups with great ties to the large information technology (IT) based talent pool which offers competitive costs to their offshore counterparts.

Karnataka has topped NITI Aayog's India Innovation Index (2019, 2020, and 2021) and continues to be the innovation hub of India. With the new Startup policy in place from 2022, the State is aiming to back deep-tech Startups with venture funds throughout the lifecycle, further reflecting on the strides made by the state to boost a new age Startup ecosystem with around **15000+** Startups.

Out of the **USD 41.7 billion** funding raised by the Indian Startups in 2021, Bengaluru accounted for 62%, amounting to **USD 26 billion**. The city has been ranked 8th as per the Global Startup Ecosystem Index 2022 by Startup Blink and has also been ranked 22nd in the world as per the latest Genome Startup Ecosystem Report 2022, the only Indian City to be featured in top 10 and top 30 respectively. Bengaluru houses the lion's share of total unicorns in India with a presence of **40** unicorns out of the **104** unicorns (**USD 340 billion**). India has seen four decacorns (companies with a valuation of **USD 10 billion** and above), out of which three are from Bengaluru.

Beyond Bengaluru, technology clusters (Kalaburagi, Belagavi, Dharwad, Mangaluru, Shivamogga, Mysuru, and Tumakuru) are emerging as the preferred and attractive destination for domestic and global investments across several industry verticals driven by a combination of strategic location, incubation and acceleration infrastructure, connectivity, access to research and educational institutions, co-working spaces, and availability of skilled and talented workforce. These clusters offer a plethora of lucrative emerging business opportunities for partnerships and collaborations which can be leveraged to achieve inclusive growth.

State Startup Policies and Incentives

The Karnataka Startup Policy 2022 is a comprehensive framework designed to bolster the State's Startup ecosystem by providing a range of incentives and support mechanisms. It underscores the State Government's commitment to fostering innovation and entrepreneurship, positioning Karnataka as a thriving hub for Startups and driving economic growth in the state. Some of the key aspects of support by the Startup Policy are as follows.

¹Based on RBI Statistics



Highlights of State Startup Ecosystem

Karnataka has made huge strides in leading the growth of startup ecosystem and culture:

3600+

Startups Recognised

40+

Programs conducted in educational institutions (including Higher Education Institutes)

70+

Incubators across 20 districts

300+

Startups provided fiscal support

10+

Programs conducted to connect Startups with investors

400+

Startups provided incubation support

250+

Women- led Startups

10+

Programs conducted to sensitise potential investors

180+

Startup provided
mentorship support

100+

Startups with rural impact
supported

130+

Startups provided
with acceleration
support

Key Initiatives Driving Growth

The Karnataka State Government has introduced several key policy initiatives to boost its Startup ecosystem, making it one of India's premier Startup hubs. Some of the notable policy initiatives include:

- **Startup Policy:** A comprehensive policy framework has been developed that simplifies regulations, reduces compliance burdens, and offers tax incentives for Startups and investors.
- **Fund of Funds:** The state government has set up a Fund of Funds (FoF) to invest in venture capital funds supporting Startups, enhancing access to early-stage capital.
- **Innovation Hubs:** Sector specific innovation hubs have been set up to promote innovation in key sectors. These include the Aerospace and Defense Innovation Hub, Health Innovation Hub, and Agritech Hub.
- **Startup Karnataka Cell:** A dedicated government body to provide support, information, and guidance to Startups, acting as a single point of contact.
- **Skill Development Initiatives:** Collaboration with educational Institutions to offer specialized courses and the Student Startup Internship Program to nurture talent.
- **Startup Procurement Policy:** Facilitating Startups' access to government contracts by earmarking a percentage of procurement for them.
- **Dedicated policies with special incentives on key segments:** Women-led Startups, active policies on circular economy, renewable energy, climate change, sustainability, and grassroot innovations.

Institutional Support

Introduction

Institutional Support focuses on the facilitation and execution of the State Startup policy through a comprehensive user-friendly portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on paving the way for easy access of information to Startups and ecosystem stakeholders.

It analyses whether a particular State has a functional Startup portal offering single-window solutions for all Startup ecosystem stakeholders. A holistic Startup portal offers services ranging from Startup registration to an efficient grievance redressal mechanism having quick **30** days of query resolution. The Reform Area also emphasizes institutionalized support provided to the Startups from various State Government departments including that of Government policies that are currently active for support to Startups.

Karnataka has adopted a holistic approach towards strengthening the Startup ecosystem through interventions across key pillars like infrastructure, funding, incubation, and mentorship support to Startups. Government of Karnataka has formulated its Startup Policy 2022 with a focus on ensuring the State plays an important role in supporting the Startup community in a much better way.

State Performance

<7 Days
Average Query Resolution
Timeframe

5+
Active Policies to support
Startups

5+
Departments provided
institutional support to
100+ Startups

Startup Karnataka (<https://www.missionstartupkarnataka.org/>) is the official website for information on Startups in the state. It is a robust portal fulfilling the objective of becoming a one-stop-shop for the entire Startup ecosystem.

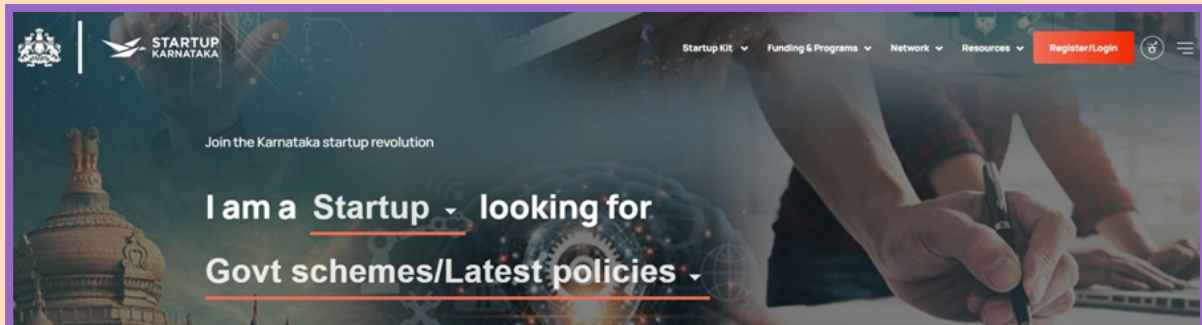


Figure A: Homepage of Karnataka State Startup Portal



Figure B: Karnataka State Startup Portal URL

The portal has fulfilled all the prerequisites of a robust startup portal as per the States' Startup Ranking Framework 2022 (SRF 2022).

These prerequisites include:

1. **State Startup Policy and details of all state level approvals and clearances required for registering and operating a Startup in the State**
2. **Details of State Nodal Officer, Nodal Department, and dedicated team for Startups**
3. **Dedicated helpline or call center for Startups**
4. **Startup registration, including API integration with Startup India**
5. **List of state-supported incubators and accelerators, including incubation support**
6. **Mentorship support**
7. **Public procurement support**
8. **Funding support**
9. **Details of departments providing institutional support to Startups**
10. **Accessibility of all pages of the website in local/official languages**

11. Accessibility of website for Persons with Disabilities (PwD)

12. Section regarding marketing and outreach including events, webinars, and mentorship sessions .

The portal has an active tracking mechanism for query resolution with an average query resolution time frame observed at less than 7 days. The state has maintained a record of all the queries or requests that have been received during the period of consideration of SRF 2022.

As per the submissions, **5+** state government departments were observed to offer funding support to **100+** Startups. The state has also developed more than five active government policies supporting startups during the period of consideration

Way Forward

- The functionality of Chatbot for Query/ Grievance resolution may be included on Grievance portal for quick resolution on basic queries or Grievances.
- The State may develop additional features on the Startup portal such as virtual showcase as well as interactive registered startup database.
- All State Government departments may be mandated to provide institutional support to startups in the state. The number of activities and frequency of institutional support offered by the departments already offering support may be increased so as to increase the number of beneficiary startups.
- The State may develop more sector specific policies to support startups.
- Specific departments of the State may come up with Startup or incubator related incentives and relaxations to support the Startup ecosystem.

Fostering Innovation & Entrepreneurship

Introduction

Fostering Innovation and Entrepreneurship, as the name of the Reform Area suggests, seeks to encourage the spirit of innovation among aspiring entrepreneurs with a focus on student entrepreneurs, entrepreneurs from higher education institutions (HEIs) and women entrepreneurs. It focuses not only on the assessment of the total number of registered Startups in each State, which is a direct result of the State support but also on the regulatory reforms undertaken to support Startups in diverse sectors.

This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation and entrepreneurship be it students or women. Furthermore, special focus has been drawn towards women-led Startups with specially tailored incentives and schemes to ensure equitable implementation.

The Government of Karnataka with its vision to create a world class Startup ecosystem, they have leveraged the tech ecosystem for innovation and entrepreneurship culture in the State. The Government of Karnataka is also trying to inculcate the entrepreneurial skills in the students to provide them the opportunities to nurture and grow.

State Performance

3500+

Startups Registered

~50

Events conducted to support student entrepreneurs

250+

Women led Startups provided special incentives

Startup Karnataka aims to provide a comprehensive entrepreneurship platform and an ecosystem for Startups. It comprises of seed fund, networking opportunity and access to the ecosystem.

Karnataka has **3,500+** registered Startups and has supported **250+** women led Startups receiving special incentives.

The Department of Electronics, Information Technology and Bio Technology (IT & BT), the nodal department for Startups in the state, has conducted **20+** Young Entrepreneurship Programme (YEP) in collaboration with New Age Innovation Network (NAIN) colleges set up under the Startup Policy of Karnataka. The **20+** YEP witnessed participation from **2000+** students from schools and Pre-University Course (PUC) colleges.

The Young Entrepreneurship Programme envisioned with a theme of ‘Developing an Entrepreneurship Mindset’, is an initiative from Karnataka Startup Cell with a focus on empowering students in the State towards entrepreneurship. It is specially crafted for student entrepreneurs to understand the basics of entrepreneurship from experienced trainers. The programme was organised in **11** schools and **13** PUC colleges across **8** districts of the State.

The Government of Karnataka has also introduced various schemes for creating an enabling network for women entrepreneurs. Women entrepreneurs and women-led Startups identified by Karnataka Innovation and Technology Society (KITS) under the ‘Elevate’ scheme have been provided direct loans up to INR 10 lakh through the Karnataka State Women Development Corporation.



Figure C: Young Entrepreneurs Programme by the Karnataka Startup Cell

Way Forward

- The State may consider analysis of its database of Startups to evaluate the Startups registered for five years and more.
- The State may organise interaction events for students with successful entrepreneurs and industry experts. Students will get a chance to understand the real-world challenges and opportunities that exist in the Startup Ecosystem through these events.

Access to Market

Introduction

This Reform Area seeks to encourage the State Government to increase participation in the public procurement process for Startups and become an enabler in providing the opportunities to Startups in the domestic and international market. The States are evaluated based on their support to Startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in criteria for Government work orders.

The aim is to steadily increase the number of work orders awarded to Startups by helping them be at par with the established players in their respective sectors.

The Government of Karnataka, to boost and encourage the Startup participation in the procurement process, has issued several notifications and has also amended its Transparency Public Procurement Act for inclusion of relaxations provided to startups in the tenders issued by the Government. The Government of Karnataka has developed a unique platform for the Startups to showcase and present their innovative ideas to solve the larger problems.

State Performance

The Government of Karnataka has ensured 100% relaxations on Prior Experience, Prior Turn Over, and Earnest Money Deposit (EMD) submission to increase participation of Startups in public procurement activities.

80+

Startups received work orders for public procurement

INR 40 Cr+

Worth work orders given to Startups

The Karnataka Preferential Market Access (PMA) framework aims to promote the growth of Startups in Karnataka while encouraging procurement of Startup products/services by State Government Departments and State Public Sector Units.

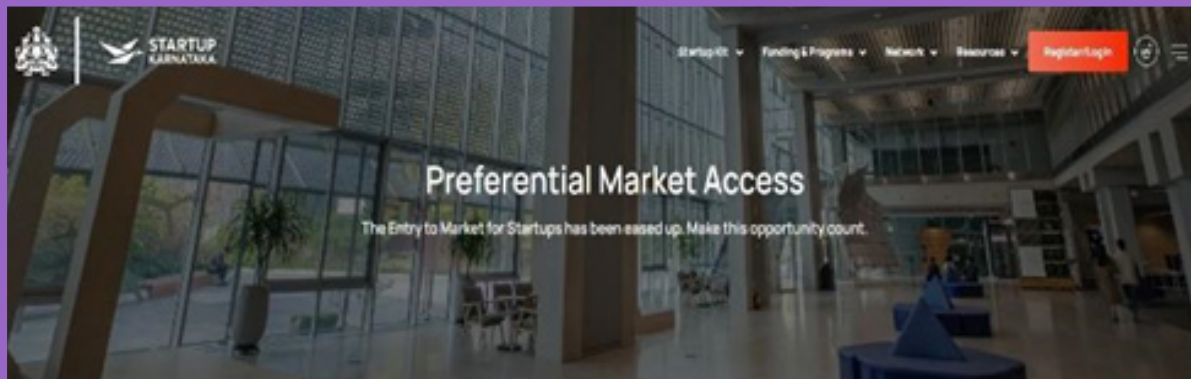


Figure D: Preferential Market Access (PMA) Web Platform

The framework covers general relaxations for startups in public procurement, value-based preferential procurement from Startups, and the adoption of Startup inclusion plan in a full tender:

- **Elimination of the requirement of Earnest Money Deposit (EMD) from Startups during the tendering process**
- **Value based procurement: Necessary measures are adopted by the Government of Karnataka under value-based procurement model**
- **Preference in public procurement of goods and/or services so as to attain a target of 10% of its procurement through startups**
- **50% discount on all non-refundable royalty**
- **Elimination of 'Prior experience', 'Prior turnover' and 'EMD' for encouraging startups**

The Government of Karnataka has conducted ~15 programs during the evaluation period with an aim to provide a platform for startups to connect with relevant corporates, industry organisations, and private sector stakeholders, and to provide them with showcase opportunities. Through these programs, 600+ Startups were successful in showcasing their products and solutions to relevant stakeholders.

Way Forward

- **The State may provide the relaxations in a separate circular enlisting the relaxations for the category of startups who can receive it.**
- **The State may also specifically specify the percentage of each relaxation they are providing in the State.**
- **In addition to events organised by the State for creating market access for the startups, the State Government may organise additional events or programs with a focus on international markets and opportunities.**

Incubation and Mentorship Support

Introduction

Incubation and Mentorship support is provided to States in the form of financial and infrastructural support to Startups and State-supported incubators. The State Governments are initiating the setting up of new incubators or upgrading existing incubator facilities through various fiscal and non-fiscal incentives along with conduction of acceleration programs across the State/ UT. This Reform Area also aims at ensuring proportionate utilisation of the incubation capacity of the State-supported incubators.

The support provided by the State to the incubators through programs and incentives will in turn help Startups in scaling up and thereby, contribute to the growth of the State Startup ecosystem. The Reform Area measures efforts by the State Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the States' network of mentors.

Government of Karnataka through its policies is trying to provide a platform for startups to grow and nurture by creating the virtual incubation platforms to provide incubation as per the global standards. Government of Karnataka is providing the mentorship sessions through its incubators by onboarding globally recognised incubators and accelerators to strengthen the existing infrastructure.

State Performance

The State has supported **130+** unique startups through acceleration programs of its K-tech Innovation Hubs during the evaluation period.

35+

Existing incubators supported

130+

Startups enrolled in acceleration programs

The State has set up new incubators in the state which provide:

- Networking opportunities
- Marketing assistance
- High-speed Internet access
- Accounting/financial management assistance
- Access to bank loans, loan funds and guarantee programs
- Help with presentation skills and connections to strategic partners
- Access to angel investors or venture capital
- Comprehensive business training programs
- Advisory boards and mentors
- Management team identification and help with business etiquette
- Technology commercialization assistance
- Help with regulatory compliance
- Intellectual property management and legal counsel

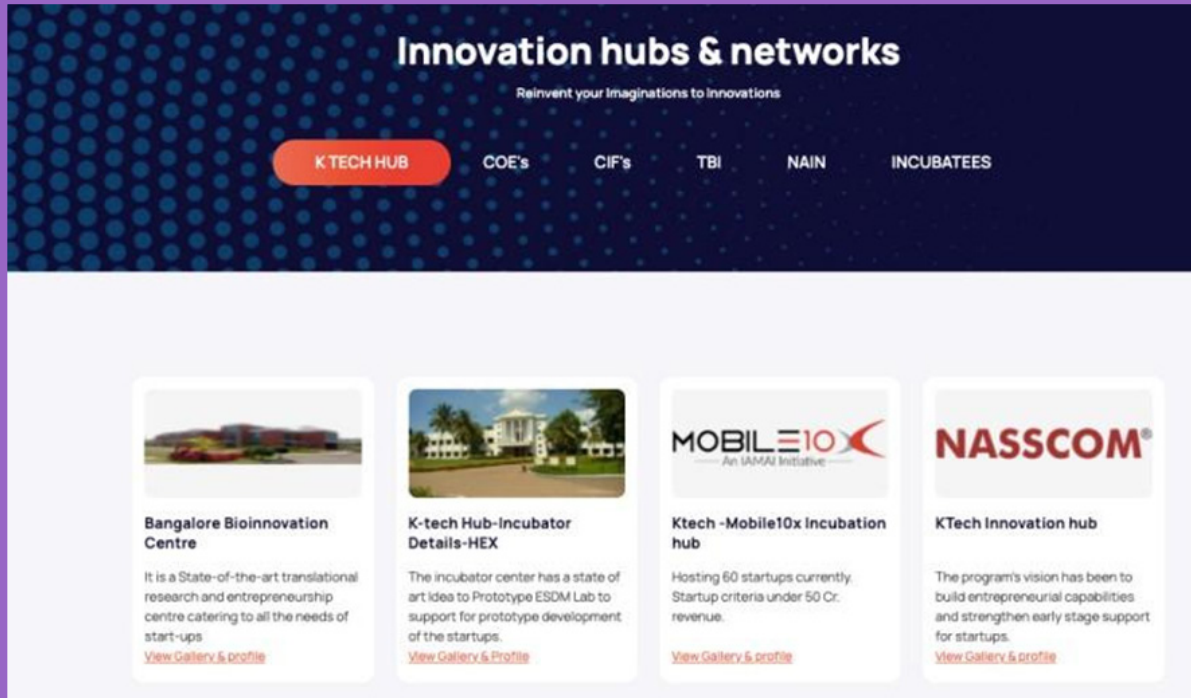


Figure E: K-Tech Innovation hubs and Network Web Platform

Under the “Elevate Women” program, the Government of Karnataka is conducting acceleration programs exclusively for women entrepreneurs. They partnered with Not-for-Profit organisations by extending their support through grant-in-aid funds on similar lines as Government of India’s NIDHI Accelerator Program. This dedicated program aimed to accelerate existing Startups that are at the growth and scale up stage. It was a six-month long program for **60+** selected Startups.

Way Forward

- **The State may continue increasing the reach of the existing programs, as per its Startup Policy which highlights regional diversity.**
- **The State may develop key performance indicators for incubators enabling them to make better decisions and give them direction. Capacity utilisation is an important metric for assessing the performance of incubators.**
- **State could organise the programs in hub and spoke model differentiating between startups and scaleups and launch an integrated district level acceleration and incubation programs.**
- **To create a strong network of mentors for providing sector-specific knowledge and real-world practical guidance to the startups, the State may further look to engage and connect with mentors outside the State, at the national as well as international level. The possibility for virtual mentorship through video calls could be explored to learn from other national and international experiences.**

Funding Support

Introduction

All Startups require timely availability of funding for their growth. This Reform Area encourages various State Governments to establish either new Seed or Venture funds or Fund of Funds for Startups or continue supporting the existing ones. It also focuses on the access to these funds established by the State Government.

A special emphasis has been given to state-supported initiatives and programs to mobilise the private investments into the Startup ecosystem by connecting Startups with investors such as workshops, networking events and pitching sessions.

Government of Karnataka has organised various competitions and challenges for providing funding support to Startups. The winning Startups will be awarded with the initial grant of **INR 10 L** to demonstrate the solution.

State Performance

With the vision to create a world-class startup ecosystem in the state, the Government of Karnataka has taken several strategic investment and policy interventions to create a culture of innovation and entrepreneurship in the state. Karnataka is the first state in the country to initiate grant-in-aid to startups without taking equity.

300+

Startups received funding support worth INR 20 Cr+

The Idea2PoC Elevate Scheme was launched by the Department of Electronics, IT, BT and S&T, Government of Karnataka to identify and nurture innovative Startups and to provide them the necessary boost at various stages through funding, mentoring, incubation, etc. A one-time grant of up to **INR 50 L** is given to encourage innovators who may need early-stage funding to develop a prototype and focus on market development and scale-up. The initiative aims to provide a comprehensive entrepreneurship platform to Startups along with access to mentors, networking opportunities, funding, idea validation, subsidized incubation, pilots with government departments, market access, etc.

The Government of Karnataka has funded **300+** Startups through the Seed Fund and other incentives provided by the state to Startups during the period of evaluation. Total amount of money disbursed to Startups through the state fund mechanism during the period of consideration was worth **INR 30+ Cr.**



Figure F: Elevate Scheme launched by Dept. of Electronics

Way Forward

- The State may develop an online mechanism for the disbursement of funds which captures the details of all transactions of the Fund.
- The State may offer the option of startups applying for the fund from the portal.
- The State may organise more events, programs and conferences to connect startups with investors.
- The State may partner with industry associations and business chambers to create sector-specific funds that align with the state's economic strengths.
- The State may look to provide tailored funding solutions to cater to different stages of startups (seed, early-stage, growth), industries, and business models.

Capacity Building of Enablers

Introduction

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire Startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives.

This Reform Area assesses sensitisation workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments

State Performance

5+

Sensitisation workshops for Government officials

250+

Government officials sensitised on Startup landscape

Roadmap to a Sustainable Future

Introduction

Roadmap to a Sustainable Future seeks to encourage the spirit of innovation in rural startups, and at the same time focus on sectors like renewable energy, sustainability, and climate change with an emphasis given to startups working on Circular Economy.

The aim is to steadily increase the number of startups working in the space of renewable energy and sustainability and follow India's direction of attaining a more inclusive and greener world.

Government of Karnataka has set up a dedicated resource centre for the Circular Economy Innovation startups to encourage them and support them in setting up the business. The Government would help the Startups in providing network opportunities and sharing valuable insights.

State Performance

100+

Startups with rural impact supported

80+

Startups focused on renewable energy, sustainability and climate change

(Association of Biotechnology Led Enterprises) ABLE with support from the Department of Electronics, IT & BT conducted a capacity development workshops for startups working on sectors focused on Rural Impact and Renewable Energy, Climate Change, and Sustainability². This workshop aimed to bring in experts from the field of agritech, biotech, and manufacturing to provide an insight into the technological advancement that can increase productivity, promote rural entrepreneurship, and use technological tools to improve the health and bring "Ease of Living" in rural populations.

² Association of Biotechnology Led Enterprises (ableindia.in)



Figure H: Panel Discussion with Startup Founders

Karnataka Innovation & Technology Society (KITS), Department of Electronics, IT, BT & ST, in its continued efforts to provide a conducive environment for startups with rural impact in the state and to encourage rural entrepreneurs, conducted capacity development workshops for Startups with rural impact in collaboration with its K-Tech ecosystem partner - Centre for Cellular and Molecular Platforms (C-CAMP).

The workshop aimed to give a thrust to creating a more inclusive, gender-neutral Startup ecosystem and accelerating the growth of rural entrepreneurs in the state. The capacity development workshop for startups with rural impact aimed at strengthening the rural entrepreneurial ecosystem in the state and provided an opportunity for the Startups with rural impact to network with industry and sector stalwarts and learn about the various initiatives taken by the government to promote grassroots innovations.

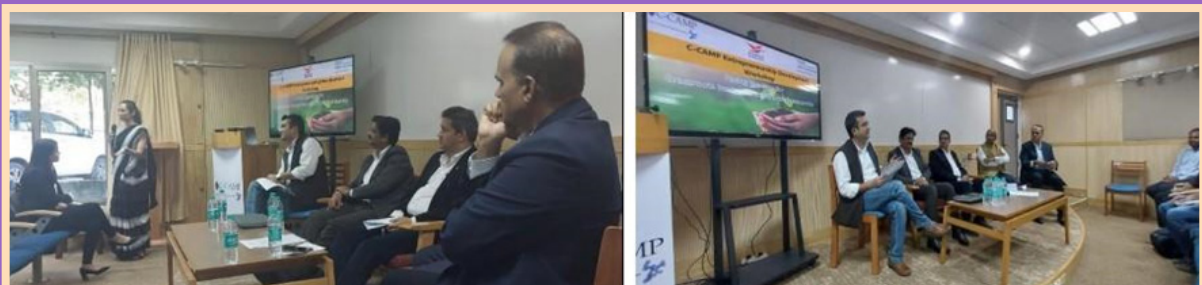


Figure I: Panellists for the Workshop

The Government of Karnataka, in its endeavour to nurture startups with rural impact, has introduced various policy provisions to create an enabling startup environment. The Government of Beyond Bengaluru, Karnataka has also supported **100** Startups creating rural impact at the grassroots level.

Way Forward

- The State may conduct brainstorming workshops with mentors and startups, especially grassroots startups, to come up with innovative ideas. These workshops could be televised or streamed on a video streaming platform to get higher engagement.
- The State may set up incubation centers in rural areas to provide infrastructure, mentorship, and networking support to startups with rural impact.
- The State may develop a clear definition of startups which qualify as working in the field of sustainability, renewable energy, climate change and circular economy may be established as an amendment to the Startup Policy.
- The State may develop specific incentives for the Startups working in the field of sustainability, renewable energy, climate change and circular economy and consider amending any existing policy or incentive for Startups in the State to support these Startups.
- The State may undertake sensitisation workshops with Startups, Incubators and other stakeholders in the field of sustainability, renewable energy, climate change and circular economy.
- The State may look at developing a separate parameter for “Social Impact”, under which a Startup promotes a product or service that is based in a rural area as well as related to sustainable practices, renewable energy, circular economy and climate change.

Annexure

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Figure H: Panel Discussion with Startup Founders

Figure I: Panellists for the Workshop

Abbreviations

IT: Information Technology

BPO: Business Process Outsourcing

ESDM: Electronics System Design and Manufacturing

AVGC: Gaming and Comic

AI: Artificial Intelligence

FoF: Fund of Funds

PwD: Persons with Disabilities

HEIs: Higher Educational Institutes

IT & BT: Information Technology and BioTechnology

YEP: Young Entrepreneurship Programme

NAIN: New Age Innovation Network

KITS: Karnataka Innovation and Technology Society

EMD: Earnest Money Deposit

PMA: Preferential Market Access

KYSE: Know Your Startup Ecosystem

C-CAMP: Centre for Cellular and Molecular Platforms

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