FOREWORD

NAVNEEN PATNAIK
CHIEF MINISTER, ODISHA

MESSAGE

The Government of Odisha is committed to create a conducive environment for start-ups, empower them to grow through innovation and design, create a world class scientific ecosystem and enable them to pursue their dreams. The Odisha Startup Policy has been acting as a catalyst in the economic growth of Odisha creating models for scalability and replicability across the state resulting in large employment opportunities.

I am glad that Startup India-Odisha Yatra, which was flagged off on the 30th January, 2018 has been a great success. It gives me great pleasure to present the booklet that provides a glimpse of the yatra, connecting with thousands of young innovators and budding entrepreneurs.

(NAVNEEN PATNAIK)
Across Tier 2/3 cities, Startup culture has taken hold and is producing a good number of entrepreneurs with nifty ideas. Entrepreneurs from small towns appear to be more charged to succeed and willing to put in the hard yards to make their Startups flourish.

The Startup India Odisha Yatra - An initiative by the Startup India and Startup Odisha was launched with a vision to encourage the local Startup ecosystem and scout the grass root level entrepreneurs.

The yatra provided a platform to handhold budding entrepreneurs so they can realize their startup dream, get incubated at a facility, and take their idea to the next stage.

One month long journey brought together the Govt., incubators and academic institutions with a vision to enable the innovators to pursue their dreams. The standard format for the Yatra included boot camps at 10 locations across the state, where ideation workshops and idea pitching sessions were conducted. The Yatra van travelled 40 academic institutions across 16 districts of Odisha for spreading awareness about role of ideas, innovation, Startup policies in nurturing entrepreneurship.
ABOUT STARTUP INDIA, INVEST INDIA

Startup India Hub is mandated to act as the “single point of contact for the entire ecosystem and enable knowledge exchange and access to funding” under Startup India, the flagship initiative of Govt. of India.
ABOUT
STARTUP ODISHA

Objective:
Create a strong institutional framework for effective implementation, monitoring and evaluation of this initiatives and encourage incubators including sector specific ones aligning with the State’s strengths and requirements.

Benefits for Startups:
• Highest monthly allowance grant of Rs 20,000 for one year
• Product development & marketing assistance upto Rs 15 lakhs
• Subsidized incubation space
• Financial support to participate in National and International events of repute
• Mentor network support
• Incremental benefits to women led Startups & Startups led by transgenders
• Incremental benefits to Startups led by social groups such as SC/ST/SEBC/PH

Vision:
To emerge amongst the top 3 “Startup Hubs” in India by 2020 through strategic partnerships, conducive ecosystem, investment and policy intervention

Mission:
Build a holistic Startup ecosystem in Odisha to enable the State to become one of the top three Startup destinations
ABOUT KIIT TBI

KIIT-Technology Business Incubator (KIIT-TBI) has been set up by the KIIT, Bhubaneswar to facilitate economic development by developing and nurturing entrepreneurs and enable them to establish small, medium - business enterprises leading to creation of jobs, rejuvenate communities, commercialize critical new technologies and strengthen local and national economies.

KIIT-TBI is a one point contact for all matters related to innovation, incubation, entrepreneurship and research commercialisation. So far it has successfully

- Incubated and mentored 100+ startups
- Disbursed Prototype and Seed fund of 15+ Cr
- Collaboration with organizations like NEN, NASSCOM
  - 10000 Startups, AWS, Indian Patent Foundation, VILGRO, YES Bank, HDFC, SIDBI, Let’s Venture, Intellecap, Nexus StartupHub, AmbujaNeotec, etc.
- Collaborations with Industry bodies like MCL, VEDANTA, BPCL, ADITYA BIRLA, UNICEF etc for CSR activities
- IP Generated 12
- Job creation 1000+

KIIT-TBI provides an appropriate platform and environment with a world class infrastructure of around 120,000 sq ft that offer a range of incubation facilities and services to the prospective entrepreneurs to convert their innovative ideas into commercially viable products.

#startupindia
Launch

Startup India Odisha Yatra was launched by the Hon’ble Chief Minister Shri Naveen Patnaik, on Tuesday, 30th of January, 2018 from the Odisha Secretariat.

Hon’ble Chief Minister along with the Startup India and Startup Odisha team as well as KIIT TBI flagged off the first of its kind Mobile Van.

The Yatra was attended by Chief Secretary and key officials of Govt. of Odisha, eminent industry captains and all the Startups of Startup Odisha ecosystem.

AND

1 YATRA IN ODISHA

16 Districts
50 Institutions
10 Boot Camps
3600 Ideas
10,000 + Aspiring Entrepreneurs

#startupindia
30th January 2018
Destinations: Utkal University, Central Institute of Plastics Engineering & Technology, Bhubaneswar, Silicon institute of technology Bhubaneswar
Districts: Khordha
Audience: 600
Ideas Pitched: 200

31st January 2018
Destinations: Kalinga Institute of Social Sciences, Kalinga Institute of Industrial Technology, College of Engineering and Technology, Centurion University
Districts: Khordha & Cuttack
Audience: 1200
Ideas Pitched: 500
1st February 2018
**Destinations:** DRIEMS College, HiTech Institute of Engineering,
**Districts:** Cuttack & Bhadrak
**Audience:** 300
**Ideas Pitched:** 200

2nd February 2018
**Destinations:** Balasore College of Engineering and Technology, Central Institute of Plastic Engineering and Technology, North Odisha University, Balasore.
**Districts:** Balasore & Mayurbhanj
**Audience:** 400
**Ideas Pitched:** 200
3rd February 2018
Destinations: Dharanidhar Autonomous College, Orissa School of Mining and Engineering
Districts: Kendujhar
Audience: 500
Ideas Pitched: 300

3rd February 2018
Destinations: Fakhir Mohan University, Balasore
Districts: Balasore
Audience: 500+
Ideas Pitched: 70
Ideas Selected: 5
Highlights: Majority of the ideas and Startups were focussed on agriculture and waste management
5th February 2018
**Destinations:** Dr. B R Ambedkar Institute of Information Technology and Management Science, Padmanava College of Engineering, Utkalmani Gopabandhu Institute of Technology
**Districts:** Sundargarh
**Audience:** 500
**Ideas Pitched:** 350

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5th February 2018
**Destinations:** Govt. College of Engineering, Kendujhar
**Districts:** Kendujhar
**Audience:** 600+
**Ideas Pitched:** 80
**Ideas Selected:** 10
**Highlights:** Considerable participation from women entrepreneurs and regional colleges
6th February 2018
**Destinations:** Sundergarh College of Engineering, Black Diamond College
**Districts:** Sundargarh & Jharsuguda
**Audience:** 400
**Ideas Pitched:** 240

7th February 2018
**Destinations:** IIM Sambalpur, Badriprasad College, Sambalpur University, Silicon Institute
**Districts:** Sambalpur
**Audience:** 500
**Ideas Pitched:** 303
BOOT CAMP
7th February 2018
Destinations: National Institute of Technology, Rourkela (Sundargarh District)
Audience: 400+
Ideas Pitched: 40
Ideas Selected: 5
Highlights: Majority of the Startups and ideas were tech focussed

8th February 2018
Destinations: Govt. Polytechnic, Sushree College of Engineering
Districts: Sonpur & Balangir
Audience: 300
Ideas Pitched: 200
10th February 2018
Destinations: Govt. Polytechnic, Kalahandi School of Engineering & technology
Districts: Kalahandi
Audience: 400
Ideas Pitched: 250

BOOT CAMP
10th February 2018
Destinations: Veer Surendra Sai University of Technology Sambalpur
Audience: 500+
Ideas Pitched: 50
Ideas Selected: 10
Highlights: Majority of the Startups and ideas had a prototype. Plenty of ideas were pitched from tier 3 / 4 areas.
12th February 2018
**Destinations:** Gopal Krushna College of Engineering & Jeypore, Hi Tech engineering college
**Districts:** Koraput
**Audience:** 300
**Ideas Pitched:** 180

12th February 2018
**Destinations:** Samant Chandrasekhar Institute of Technology Management, Koraput Siddharth Institute of Technology, Koraput
**Districts:** Kalahandi
**Audience:** 500+
**Ideas Pitched:** 80
**Ideas Selected:** 14
**Highlights:** Quality ideas were pitched from Govt polytechnic and regional colleges
13th February 2018
**Destinations:** Samant Chandrasekhar Institute of Technology Management – Koraput and Siddharth Institute of Technology - Koraput
**Districts:** Koraput
**Ideas Pitched:** 30

15th February 2018
**Destinations:** Majhigariani Institute of Technology and Science - Rayagada, Gandhi Institute of Engineering and Technology - Gunupur
**Districts:** Rayagada
**Ideas Pitched:** 290
16th February 2018
Destinations: Centurion University, Parlakhemundi
Districts: Gajapati
Ideas Pitched: 90

BOOT CAMP
16th February 2018
Destinations: Vikram Dev College, Koraput
Districts: Koraput
Audience: 150
Ideas Pitched: 25
Ideas Selected: 5
Highlights: Participating Startups focussed on developing a solution to solve the local problems such as data transmitting over power grid
19th February 2018
Destinations: Parala Maharaja Engineering College – Berhampur, Berhampur University, Khallikote University
Districts: Berhampur
Ideas Pitched: 200

20th February 2018
Destinations: IIT Bhubaneswar, Siksha ‘O’ Anusandhan University, Sri Sri University
Districts: Khordha & Cuttack
Ideas Pitched: 300
**BOOT CAMP**
**20th February 2018**
**Destinations:** National Institute of Science and Technology, Berhampur
**Audience:** 500+
**Ideas Pitched:** 160
**Ideas Selected:** 14
**Highlights:** Yatra experienced one of the highest pitching from NIST. All the Startups had a prototype and focussed on IOT based projects

**BOOT CAMP**
**21st February 2018**
**Destinations:** Sri Sri University, Cuttack
**Audience:** 500+
**Ideas Pitched:** 70
**Ideas Selected:** 17
**Highlights:**
- Majority of the ideas pitched focused on social sectors.
- Program was attended by the Hon’ble Minister MSME, Govt. of Odisha and Additional Chief Secretary MSME, Govt. of Odisha.
BOOT CAMP
22nd February 2018
Destinations: Kalinga Institute of Industrial Technology, Bhubaneswar
Audience: 500+
Ideas Pitched: 254
Ideas Selected: 24
Highlights:
- Pitching by KIIT TBI
- 150 ideas were pitched by school students belonging to tribal areas.

BOOT CAMP
26th February 2018
Destinations: Centurion University of Technology and Management, Khordha
Audience: 200+
Ideas Pitched: 50
Ideas Selected: 11
Highlights: Majority of the ideas pitched focussed on developing solutions for waste management and recycling
The Startup India Yatra – Odisha Edition had its very own tailor-made version of an accelerator program for 125 shortlisted ideas on 14th and 15th of March 2018 at KIIT, Bhubaneshwar. During the two-day program, the participants received intensive mentorship on different aspects of entrepreneurship and startups: Digital Marketing, Legal Aspects, Business Plan preparation, Government Initiatives, etc.

This was followed by Demo Day on 16th March 2018 which consisted of interview rounds with the 7 partnering incubators.

The representatives from the incubators i.e., KIIT TBI Bhubaneshwar, Sri Sri University, Centurion University, BIMTECH Noida, STPI Bhubaneshwar, I-Create Ahmedabad, IIM Kolkata participated in the programme.
HEROES OF YATRA

#startupindia

TOOTH TRUTH
My name is Dr. Steward Gracian, I'm from Chennai and I am interested in Geriatric health. I want to make dentistry more affordable and accessible. I've worked in Kalahandi and seen that people don't have any access to it. I wanted to come up with a way to help people to at least talk to a dentist. The Yatra taught me how a startup is formed, and the support available in the ecosystem. I'm going to study more about this program and once my idea is more refined, I'll know where to go.

#SuperOdisha

DNA DREAMER
My name is Shruthi and I'm a biomedical student from Coimbatore. I'm very passionate about being an entrepreneur. I am also a fellowship student and I'm working to innovate and find solutions to problems in remote areas. As biomedical students we tend to pitch out on a lot of practical sessions such as the one introduced by the Startup India Yatra. The idea and interaction sessions were especially useful. It helps us know how to innovate. I want to leverage the Yatra to make affordable products.

#SuperOdisha

HERO VISION
My name is Purnima Jena, I stay in Bhuban, Odisha. My family is very poor. My father and mother work very hard to earn a living. I wish to help them in running the family. I'm very happy that such a event is happening in our district. I have done well and I want to improve our and everyone's love with that. I want to build a camera that will identify people with it intentions and stop crime. I believe that with financial support and guidance I can build the camera, change lives of the people in our area and build a big business too.

#SuperOdisha

JACK OF ALL
My name is Ngelitlang and I'm from the Khadi community in Meghalaya. Farmers lost a lot of money since MSP was reduced for two crops - broom grass and bay leaves. They are very helpless. I want to start a new business for pickles as these are plenty in number and wasted mostly. This will provide employment to my community as well. The Yatra experience gave me lot of knowledge. First I had a vague idea about what a startup is, now I am confident I can help my community.

#SuperOdisha
MEDIA COVERAGE

RISHI-VEDA
My name is Rishi and I’m from Cuttack. I am a social innovator and I’m working on Apadana Information. The bootcamps were an eye opener with respect to the patent filing support and the market access programs that are being offered. I’m looking forward to leveraging the resources the Hub comes with. Such programs instill more confidence in researchers like me.

#SuperOdisha

VAIDYA VILLAGE
My name is Ananta Devadarshi and I am from a very remote part of Odisha called Balmuri Chandi village in Jagatpur district. Seven of my generations have been Vaitars and this is what we know best. I found out about the Startup India Odisha Yatra from the newspaper. Attending the bootcamp gave me new ideas about taking our knowledge to more people and make a business from it. This trip has been very useful for me. It is great to get such cooperation from the government.

#SuperOdisha

Startup Odisha

#startupindia

Startup Odisha

#startupindia

Media Coverage

Startup Odisha Yatra rolls out

The yatra van will cover 60 educational institutions in 16 districts

Chief Minister Naveen Patnaik on Tuesday flagged off the startup yatra van from Bhubaneswar. The yatra van will cover 60 educational institutions in 16 districts.

Express News Service

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Selected ideas will be put to three days intensive acceleration programme. Naveen said and added that the best 30 innovators will be provided incubation and mentorship support to convert their ideas into startups. He expressed happiness over the fact that during the last eight months, 175 startups have been registered with Startup Odisha.

The Chief Minister said the primary objective of the yatra is to create awareness about the Startup ecosystem in Tier-II and Tier-III towns and encourage aspiring entrepreneurs and youth to set up their ventures in the state. He said the yatra will be of one month duration and conclude in the Capital.

Additional Chief Secretary, MSME Department, UN Gupta said Startup Odisha will be focused at the educational institutions as part of the yatra. The clubs will function under the supervision of a professor in charge with at least 3-4 volunteers. During the yatra, 500 innovative ideas are likely to be pitched in, out of which the best 30 will be picked up for mentoring and support, he said.

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Minister for Micro, Small and Medium Enterprises Pradhan said the main objective of the yatra is to create awareness about the Startup ecosystem in Tier-II and Tier-III towns and encourage aspiring entrepreneurs and youth to set up their ventures in the state. He said the yatra will be of one month duration and conclude in the Capital.

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9090 ମୁଁତାର ବେଳେ କର୍ମୀଏର ମଧ୍ୟରେ ଖରେଶ୍ରେଷ୍ଟ ପ୍ରଦ୍ବଧନ

9090 ମୁକ୍ତ ଅଧ୍ୟକ୍ଷର ପାଇଁ ଦିବସେ ପ୍ରତେକ କର୍ମୀଏରେ ଆର୍ଥିକ ଦୃଢିତତା ପାଇଁ ଅକାର୍ଣ୍ଣ ପ୍ରଯୁକ୍ତତା ରୋକାର କରବାରେ ପ୍ରକ୍ରିଯା ପ୍ରାରଂଭ କରନ୍ତାବେ।

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"କୁଣାତି ପରାମାଣୁର ପ୍ରଭାବ ପ୍ରଦ୍ବଧନ ରୋକାର କରାଯାଯାବାରେ ନେହେବାର ଦୃଢିତତା ପାଇଁ ରାଜାରେ ପ୍ରକ୍ରିଯା ପ୍ରାରଂଭ କରନ୍ତାବେ।"