

Startup
Odisha

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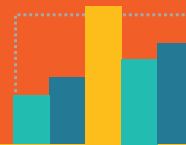


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STARTUP INDIA ODISHA YATRA



INVEST INDIA



FOREWORD



NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



STATE SECRETARIAT
BHUBANESWAR

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.

(NAVEEN PATNAIK)

PREFACE



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.

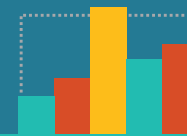
One month long journey brought together the Govt., incubators and academic institutions with a vision to enable the innovators to pursue their dreams. The standard format for the Yatra included boot camps at 10 locations across the state, where ideation workshops and idea pitching sessions were conducted. 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

Startup Odisha is a flagship initiative of the Government of Odisha, intended to build a strong eco-system for nurturing innovation and support 1000 Startups by 2020.

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

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.



ABOUT KIIT TBI

IMPLEMENTING PARTNER



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 job, 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, Intellectap, 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



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presents

Yatra
Odisha Edition



AND 1 YATRA IN ODISHA

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.





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



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1st February 2018

Destinations: DRIEMS College,
HiTech Institute of Engineering,

Districts: Cuttack & Bhadrak

Audience: 300

Ideas Pitched: 200



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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



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3rd February 2018

Destinations: Dharanidhar
Autonomous College,
Orissa School of Mining and
Engineering

Districts: Kendujhar

Audience: 500

Ideas Pitched: 300



3rd February 2018

Destinations: Fakhr 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



5th February 2018

Destinations: Govt. College of
Engineering, Kendujhar

Districts: Kendujhar

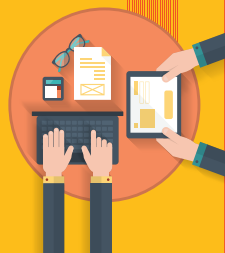
Audience: 600+

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: Sundergarh & 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

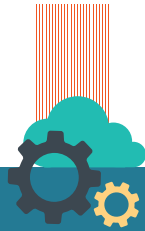
Destinations: Govt. Polytechnic,
Sushree College
of Engineering

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



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13th February 2018

Destinations: Samant Chandrasekhar Institute of Technology Management – Koraput and Siddharth Institute of Technology – Koraput

Districts: Koraput

Ideas Pitched: 30

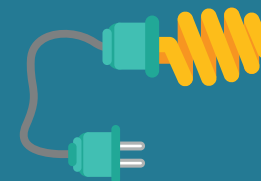


15th February 2018

Destinations: Majhighariani Institute of Technology and Science – Rayagada, Gandhi Institute of Engineering and Technology – Gunupur

Districts: Rayagada

Ideas Pitched: 290



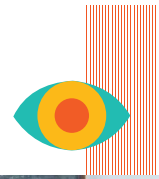


16th February 2018

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

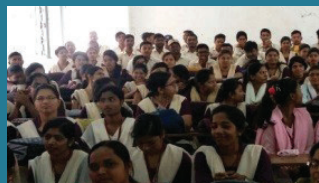
Highlights: Participating Startups focussed on developing a solution to solve the local problems such as data transmitting over power grid

19th February 2018

Destinations: Parala Maharaja Engineering College – Berhampur, Berhampur University, Khallikote University

Districts: Berhampur

Ideas Pitched: 200



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20th February 2018

Destinations: IIT Bhubaneswar, Siksha 'O' Anusandhan University, Sri Sri University

Districts: Khordha & Cuttack

Ideas Pitched: 300



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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





ACCELERATION PROGRAM

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, Bhubaneswar. 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 Bhubaneswar, Sri Sri University, Centurion University, BIMTECHNoida, STPI Bhubaneswar, I-Create Ahmedabad, IIM Kolkata participated in the programme



HEROES OF YATRA



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DR. STEWARD GRACIAN

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.

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PURNIMA JENA

HERO VISION

My name is Purnima Jena, I stay in Bhadrak, 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 an event is happening in our district. I have ideas and I want to improve our and everyone's love with that. I want to build a camera that will identify people with ill 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



SHRUTHI

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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 miss out on a lot of practical sessions such as the ones introduced by the Startup India Yatra. The ideation and interaction sessions were especially useful. It helps us know how to innovate. I want to leverage the Yatra to make affordable products.

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NGEITLANG

JACK OF ALL

My name is Ngeitlang and I'm from the Khasi community in Meghalaya. Farmers lost a lot of money once MSP was reduced for two crops - broom grass and bay leaves. They are very helpless. I want to start a new business for jackfruits 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.

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RISHI-VEDA

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

RISHI

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VAIDYA VILLAGE

My name is Ananta Devadarshi and I am from a very remote part of Odisha called Bali Chandrapur village in Jajpur district. Seven of my generations have been Vaidyas, 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.

ANANTA DEVADARSHI

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MEDIA COVERAGE

Startup Odisha Yatra rolls out

The yatra van will cover 60 educational institutions in 16 districts



Chief Minister Naveen Patnaik flags off Odisha Yatra from Secretariat in Bhubaneswar on Tuesday | EXPRESS

EXPRESS NEWS SERVICE @ Bhubaneswar

CHIEF Minister Naveen Patnaik on Tuesday launched a new campaign, Startup India-Odisha Yatra to scout innovators and aspiring entrepreneurs. Launching the campaign from the Secretariat here, the Chief Minister said the yatra van will travel to 60 educational institutions across 16 districts of the State. It will cover educational institutions in Khurda, Cuttack, Bhadrak, Balasore, Mayurbhanj, Keonjhar, Sundargarh, Jharsuguda, Sambalpur, Sonepur, Balangir, Kalahandi, Koraput, Rayagada and Ganjam districts. "We are fast moving towards our mission of opening 1,000 Startups in the State by 2020," he said.

Selected ideas will be put to three days intensive acceleration programme, Naveen said and added the best 50 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 Start-

ups have been registered with Startup Odisha initiative.

The Chief Minister said 10 boot camps will be organised at Fakir Mohan University, Balasore; Veer Surendra Sai University of Technology (VSSUT), Burla; Government Engineering College, Keonjhar; KIIT, Bhubaneswar; NIT-Rourkela; Vikram Dev College, Jeypore; Government Engineering College in Kalahandi; National Institute of Science and Technology (NIST), Berhampur and Biju Patnaik Film and Television Institute of Odisha (BPFTIO), Cuttack, where aspiring entrepreneurs will get a chance to present their ideas and seek backing from investors. The winners of the boot camps will get cash prizes, legal consultation, advisory services and mentorship support, he said.

Minister for Micro, Small and Medium Enterprises Prafulla Samal said the main objective of the yatra is to create awareness about the Startup eco-system in Tier-II and Tier-III towns and encourage aspiring entrepreneurs and youths 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, I.N Gupta said Startup clubs will be formed at the educational institutes 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 50 will be picked up for mentoring and support, he said.

Selected ideas will be put to three days intensive acceleration programme. The best 50 innovators will be provided incubation and mentorship support to convert their ideas into Startups

Naveen Patnaik, Chief Minister

ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବୀର ପୁରସ୍ତର ଆଦି ଚୈତିୟିକ

ପ୍ରତିଦିନ ଏହି ଭୂମି ଗର୍ଭରେ ଗର୍ଭରେ ଏକ
ନିଉନ ଧରଣର ଜୀବ ଏହାର ପ୍ରାଣୀ ଗର୍ଭରେ ।

ସ୍ୱାର୍ଥସ୍ୱ ଓଡ଼ିଶା ଯାତ୍ରା ଆରମ୍ଭ

କଳାହାଣ୍ଡିର ସରକାରୀ ଉଚ୍ଚିକ୍ଷୟାଳୟ କଲେଜ, ପ୍ରଫୁଲ୍ଲପୁର ମଧ୍ୟ ଏବଂ କଳେଜ ପିପିଆପାଠାଗାରରେ ୧୦ଟି ଡୁଇଁ କୋର୍ସ ଆୟୋଜିତ ହୋଇଥିଲା। ଡୁଇଁ କୋର୍ସର ବିଦେଶୀୟ କର୍ମୀଙ୍କୁ ନାମକରଣ ପ୍ରକାରରେ ଆକଳନର ସହାୟତା, ପରୀକ୍ଷାର ସେବା ଏବଂ ଶ୍ରମଦାନପ୍ରତି ସହାୟତା ପ୍ରଦାନ କରାଯିବ। ଏହି ଯାତ୍ରା ଅବସରରେ ବିଭିନ୍ନ ଶିକ୍ଷାନୁଷ୍ଠାନର ଶ୍ରୀମତୀଙ୍କୁ କୁଳ ଗଜନ କଳିକା ଯୋଜନା କରାଯିବ। ଯାତ୍ରା ସମୟରେ ୫୦୦ ଡୁଇଁଆଦି ପରିକଳନା ହାତରେ କଳିକା ହାସଲ କରିବ। ଅବସରରେ ଏମ୍ବ୍‌ସିଏମ୍‌ଜି ମଣ୍ଡି ପ୍ରଫୁଲ୍ଲ ମାଘନ, ଏମ୍ବିଏସିଏମ୍‌ଜି ପ୍ରସାଦର ଅଧିକ୍ଷିକ ମଣ୍ଡି ସମ୍ବେଦ ଏଲ ଏଲ ଗୁପ୍ତା ଉପସ୍ଥିତ ରହିଲେ।

୨୦୨୦ ସୁଦ୍ଧା ରାଜ୍ୟରେ ହଜାରେ ସ୍ଥାନ ଅପ



ସ୍ୱର୍ଗତ୍ୟୟ ଯାତ୍ରାର ଶୁଭାରମ୍ଭ କଲେ ମୁଖ୍ୟମନ୍ତ୍ରୀ
୧୬ ଜିଲ୍ଲାର ୬୦ ଶିକ୍ଷାନୁଷ୍ଠାନକୁ ଯିବ ଭ୍ୟାନ

ସୌକର୍ଯ୍ୟରେ ପଞ୍ଜୀକୃତ ହେଉଥିବା ସ୍ୱାଧୀନ
ପ୍ରାଣର ଶ୍ରେଣୀର କିଛି ସଂକଳନ, ସମସ୍ତ ମାନ୍ୟତା
ପ୍ରାପ୍ତ କିନ୍ତୁ ଅନ୍ତରାଳ ଉପରେ ଅନ୍ତରାଳ ଦୃଷ୍ଟିକୋଣ
ପ୍ରକାଶିତ ହୋଇଛି । ସମସ୍ତଙ୍କ ଅନ୍ତରାଳ ସ୍ୱାଧୀନତା
ରେ ଥିବା ୨୦୨୦ ବୁକ୍ସ ଉପରେ କେତେକ କବିଙ୍କର
ପ୍ରଶଂସା କରାଯାଇ ଉଲ୍ଲେଖ କରାଯାଇଛି । ଏହି ଶ୍ରେଣୀର
ପ୍ରଥମ ଖଣ୍ଡ ଖୋଲି, କବିତା, କବିତା, କବିତା, କବିତା,
ମୟୂରବିଜୟ, କେନ୍ଦୁଝର, ସୁବରଣପୁର, ଝରସୁଗୁଡ଼ା
ସମ୍ବଲପୁର, ସୋନପୁର, ବାଲିଆପା, ବନାହାଣି
କୋରାପୁଟ, ଉତ୍ତରାପୁର ପଞ୍ଜୀକୃତ ହେଉଥିବା
ସମସ୍ତ ପ୍ରକାରର ପୁସ୍ତକ କବିତା ।

ପୁରସ୍କାର ଦିଆଯିବ ।

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Bhubaneswar: To create awareness about startups in small towns and encourage budding entrepreneurs, the state government on Tuesday launched the Startup India Odisha Yatra programme.

A specially decorated vehicle was flagged off by chief minister Naveen Patnaik



Government Engineering College, Kalahandi, National Institute of Technology, Patna, Technology Berhampur and Biju Patnaik Film and Television Institute of Odisha, Cuttack. Khurda, Cuttack, Bhadrak, Balasore, Mayurbhanj, Keonjhar, Sundargarh, Jajpur, Nuapada, Bargarh, Sonepur, Bolangir, Kalahandi, Keonjhar, Rayagada and Ganjam are the districts through which the van will pass.

100%