

**Government of Odisha  
MSME Department**

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No. S & I (IED)-09/2018/3693/MSME, Bhubaneswar, dtd. 06-06-2018

From

**Sri D.K. Sahoo,  
Joint Secretary to Government.**

To

The Principal Secretary to Government, Industries Department/  
The Principal Secretary to Government, E & IT Department/  
The Commissioner-cum-Secretary to Government, W & CD Deptt./  
The Special Secretary to Government, Finance Department/  
The Commissioner-cum-Secretary to Government, SD&TE Deptt. & CMD, IDCO/  
The Vice-Chancellor, BPUT, Rourkela/  
The Director, IIT, Bhubaneswar/  
The President, TiE, Bhubaneswar/  
The President, UCCI/  
The CEO, IED, Bhubaneswar/  
The Director, MSMEDI, Cuttack/  
The Director of Industries, Odisha, Cuttack/  
Sri Ritesh Agarwal, Founder & CEO, OYO, Rooms/  
Sri Srikumar Mishra, Founder, MD & CEO, Milk Mantra

**Sub:-** Minutes of the 8<sup>th</sup> meeting of Task Force held on 30.05.2018 in the Conference Hall of MSME Department.

**Sir,**

I am directed to enclose herewith a copy of the Minutes of the 1<sup>st</sup> meeting of Task Force held on 30.05.2018 in the Conference Hall of MSME Department for your kind information and needful action.

**Yours faithfully,**

  
**Joint Secretary to Government**

**Minutes of the 8<sup>th</sup> meeting of the Task Force constituted under Odisha Startup Policy-2016 held on 30<sup>th</sup> May, 2018 in the conference hall of MSME Department, Odisha Secretariat**

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The 8<sup>th</sup> meeting of the Task Force, constituted under Odisha Startup Policy-2016, was held on 30<sup>th</sup> May, 2018 in the conference hall of MSME Department, Odisha under the Chairmanship of Shri L.N Gupta, IAS, Additional Chief Secretary, MSME. The list of members, nodal agencies and invitees, who were present and participated in the meeting, is given at the Annexure.

The following are the decisions taken agenda-wise:

**Item 1. Confirmation of Minutes of 7<sup>th</sup> Task Force Meeting**

The minutes of the 7<sup>th</sup> meeting of the task force held on 29<sup>th</sup> March, 2018 were circulated to all members vide the Startup Secretariat mail, dated 03.04.2018. There being no comments, the Task Force confirmed the minutes.

**Item 2. To consider a note on the action taken on the Minutes of the 7<sup>th</sup> Task Force meeting held on 29.03.2018, in the Conference hall of MSME Department, Odisha**

CEO, IED informed the Task Force of the actions taken on the minutes of the 7<sup>th</sup> Task Force meeting held on 29<sup>th</sup> March, 2018.

**Item 3. Startup Recognition**

CEO, IED informed the Task Force that 28 new Startups have been given recognition after the 7<sup>th</sup> Task Force, thus taking the total number of the recognized startups to 213 under Startup Odisha Initiative.

**Item 4. Financial Assistance to the Startups**

- CEO, IED informed that out of 9 recommended applications for Monthly Allowance received from Nodal Agencies, 5 applications have been recommended by the Startup Secretariat. Similarly, out of 6 recommended applications for Product Development and Marketing Assistance received from Nodal Agencies, 4 applications have been recommended by Startup Secretariat and 1 application for Need Based Assistance, as recommended by the Nodal Agency, have been examined and recommended by the Startup Secretariat.
- He added that, the sub-committee of the Task Force, constituted vide letter no. 3362/MSME dated 24/05/2018, held its meeting on 24.05.2018 and 30.05.2018 to further examine the above mentioned applications for financial assistance as recommended by the Startup Secretariat with presentations from the Startups. He



presented the recommendations of the Sub-committee meetings before the Task Force as placed at **Annexure-2**. The Task Force considered the recommendations of the Sub-committees and after the detailed deliberations, unanimously took the following decisions applicant wise :

Sl. No	Name of the Startup Entity	Applied for	Decision of the Task Force
1.	Zoofresh Foods Pvt. Ltd	Product Development & Marketing Assistance	Rs. 16 lakh is approved for sanction and disbursement in two equal installments.
2.	Swargadwara Services Pvt. Ltd.	Product Development & Marketing Assistance	•Rs. 5 lakh is approved for sanction and disbursement in two equal installments especially for extension of his operations in South Odisha.
3.	TatvagyanThinkzone Pvt. Ltd	Product Development & Marketing Assistance	•Rs. 10 lakh is approved for sanction and disbursement in two equal installments. •Should develop the content in Odia Language too.
4.	Newaetate Pvt. Ltd.	Product Development & Marketing Assistance	Rs. 5 lakh is approved for sanction and disbursement in two installments i.e. (3 lakh + 2 lakh).
5.	Coastkings Pvt. Ltd	Need Based Assistance	Recommended to Startup Council for approval of Rs.12 lakh in two equal installments.
6.	Ekisticks Solutions Pvt. Ltd.	Monthly Allowance	Rejected.  The applicant, if wishes so, may apply under the Odisha Youth Innovation Fund (OYIF), subject to meeting eligibility criteria.
7.	Kalpana Agrotech Pvt. Ltd	Monthly Allowance	Approved for Sanction
8.	Santaan Fertility Center & Research Institute Pvt. Ltd.	Monthly Allowance	Approved for Sanction
9.	Thoomri. Com Pvt. Ltd.	Monthly Allowance	Approved for Sanction
10.	Devtek Media and Tech Solutions Pvt. Ltd	Monthly Allowance	Rejected



## Item 5. Incubator Recognition







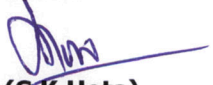
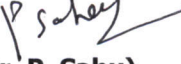




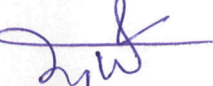


CEO IED informed that (i) Xavier Council of Innovations and (ii) Institute of Hotel Management Catering Technology and Applied Nutrition have applied for recognition as Incubator, which have been examined at the Startup Secretariat. Both the applicants meet the necessary eligibility criteria and wererecommended to the Task Force for consideration. The Task Force after detailed deliberation, took the following decisions:

Sl. No.	Name of the Incubator	Unanimous Decision of Task Force
1	Xavier Council of Innovations	Recognised as Incubator
2	Institute of Hotel Management Catering Technology and Applied Nutrition	Recognised as Incubator

## Item 6. Any other points with permission to the chair












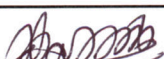
Nodal Agencies were advised to expedite clearing of the applications in time. CEO, IED and Evangelist will visit to the Nodal Agencies and hold discussion with the Nodal Officers for fast clearance of applications after due diligence.

The meeting ended with vote of thanks to the Chair.

 (Prof. P.K. Patra) Principal, CET, Rep. VC- BPUT	 (Swosti Mishra) Rep. TiE, Bhubaneswar	 (Dr. Pandu Ranga) Rep. IIT Bhubaneswar	 (S.R. Patra) Dy. Director, STPI
 (Dr. S.K. Sahoo) Dy. Director, Rep. MSME-DI	 (K. Mahanta) CGM, MSME, IDCO	 (S.K. Hota) Addl. DI, MSME	 (Dr. P. Sahu) Dy. Director, Rep. MSME-DI
 (Pranabjyoti Nath) Director, Industries	 (S.K. Raysardar) Dy. Secy, SD&TE	 (P. Biswal) Evangelist, Startup Odisha	 (S. Sahu) CEO, IED
	 (P.K. Nanda) Addl. Secy. Finance	 (Vinod Kumar) OSD, MSME	 (L.N. Gupta) ACS, MSME













**Members present in the 8th Meeting of Task Force under Startup Policy-2016 held on 30.05.2018 at 5:30 PM in the Conference Hall of MSME Department**

S.N	Name & Designation	Department	Contact no.	Signature
1	Shri L.N. Gupta, IAS, Additional Chief Secretary	MSME Department	***	Chairman
2	Pranajyoti Nally, Director, Industries	Industries Dept		
3	Vinod Kumar OSD	MSME		
4				
5	Dr. S.K. Sahoo, Dy. Director IIC.	MSME - DI, GoI.	94370-95976	
6	Dr. Pragyananta Sahoo Dy. Director	MSME - DI, GoI	9971871 229	
7	S.K. Hota Addl. DG.	MSME Dept.	943720356	
8	Swarshi Mishra	TiE Bhubanes- war (ED)	9937232555	
9	K. MAHANTA	CGM, MSME IDCO	94372 53153	
10	P.K. Wanda	Asst. Secy. Finance	94376 31806	
11	S.R. Patra	Dy Director STPI	9937066062	
12	Prasanta Biswal	Evangelist Startup Odisha		
13	S. Sahu	CEO IED & Startup secretary	9811152986	
14	Abheet Dwivedi	Invest India	9930971554	Abheet Dwivedi
	Prof. P.K. Patra	Principal, CET	94371	

S.N	Name & Designation	Department	Contact no.	Signature
16	Dr. V. Pandu Ranga	for Startup Centre IIT Bhubaneswar	9776219149	V. Pandu R
17	S.K. Raysardar Dy. Secy to Govt.	SD & TE Dept.	9437326531	R
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**Startups present in the 8th Meeting of Task Force under Startup Policy-2016 held on 30.05.2018 at 5:30 PM in the Conference Hall of MSME Department**

S.N	Name & Designation	Department	Contact no.	Signature
1	AMBIKA SATPATHY	ZOO FRESH		
2	Prabhu Mohan	Swagadur		
3	Binayak Acharya	Thinkzone		
4	Deepan Patra	Clearafate		
5	Debasmita	Coastking		
6	SAMBIT MAHAPATRA	ERISTICS SOLUTIONS		
7	BIMAL Kumar Sahoo	KALPANA AGROTECH PVT. LTD		
8	RATNANTRA RANADHAR	Santaam		
9	Rakesh Ratan Parida Director	Thommi. Com	9937826666	
10	Deepak Kumar Routry			
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**Minutes of the Sub-Committee Meeting held on 24.05.2018, at 4.00 PM in the Conference Hall of MSME Department, Odisha Secretariat.**

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The meeting of the Sub-Committee for evaluation of the Startup's monetary applications and Incubator's application for recognition held on 24.05.2018, at 4.00 PM in the conference hall of MSME Department, Odisha Secretariat.

The following members were present in the meeting:

1. OSD, MSME Department
2. CEO, IED
3. Evangelist

The committee asked for further supporting documents and clarifications from certain applicants and arrived at the decisions:


Sl. No	Entity Name	Applied for	Decision of Sub-Committee
1	Devtek Media and Tech Solutions Pvt. Ltd	Monthly Allowance	Not Recommended
2	Ekistics Solutions Pvt. Ltd	Monthly Allowance	Recommended
3	Kalpna Agrotech Pvt. Ltd	Monthly Allowance	Recommended
4	Santaan Fertility Pvt. Ltd	Monthly Allowance	Recommended
5	Thoomri.com Pvt. Ltd	Monthly Allowance	Recommended
6	Zoofresh Food Pvt Ltd	Product Development & Marketing Assistance	Recommended (Amount to be decided by the Task Force)
7	Swargadwara Services Pvt. Ltd	Product Development & Marketing Assistance	Recommended (Amount to be decided by the Task Force)
8	Tatvagyan Thinkzone Pvt. Ltd	Product Development & Marketing Assistance	Recommended (Amount to be decided by the Task Force)
9	Newaetate Pvt. Ltd	Product Development & Marketing Assistance	Recommended (Amount to be decided by the Task Force)
10	Coastkings Pvt. Ltd.	Need Based Assistance	Recommended (Amount to be decided by the Task Force)

It was also suggested by the sub-committee that the Nodal Agencies should not only check the eligibility criteria but also seriously examine the merit of the proposal including the technicality, viability and proposed budget, while recommending a financial benefit application to the Startup Secretariat. The Nodal agency must also recommend & certify the amount of grant in case of product development & marketing grant as well as need based assistance applications.

The sub-committee also felt the need to modify the financial benefit application forms in order to capture all relevant information of Startups to help it make timely decisions.

  
(Prasanta Biswal)  
Evangelist, Startup Odisha

  
(Samarendra Sahu)  
CEO, IED

  
(Vinod Kumar)  
OSD, MS&ME Dept.



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**Minutes of the Sub-Committee meeting for evaluation of 'Startup financial benefit applications' held on 30.05.2018, at 3:30 PM in the Conference Hall of MSME Department, Odisha Secretariat.**

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The meeting of the Sub-Committee for evaluation of the monetary applications of Startups was held on 30.05.2018, at 3.30 PM in the conference hall of MSME Department, Odisha Secretariat.

The following members were present in the meeting:


1. OSD, MSME Department
2. CEO, IED
3. Evangelist


Based on the presentations made by applicant Startups before the sub committee, the following decisions have been arrived at for the consideration of the Startup taskforce.

Sl. No	Entity Name	Applied for	Decision of Sub-Committee
1	Devtek Media and Tech Solutions Pvt. Ltd	Monthly Allowance	Not Recommended
2	Ekistics Solutions Pvt. Ltd	Monthly Allowance	Recommended (Rs. 20,000/-)
3	Kalpna Agrotech Pvt. Ltd	Monthly Allowance (Women led Startup)	Recommended (Rs. 22,000/-)
4	Santaan Fertility Pvt. Ltd	Monthly Allowance	Recommended (Rs. 20,000/-)
5	Thoomri.com Pvt. Ltd	Monthly Allowance	Recommended (Rs. 20,000/-)
6	Zoofresh Food Pvt Ltd	Product Development & Marketing Assistance (Women led Startup)	Recommended for grant of Rs. 16 lakhs.
7	Swargadwara Services Pvt. Ltd	Product Development & Marketing Assistance	Recommended for grant of Rs.10 lakhs.
8	Tatvagyan Thinkzone Pvt. Ltd	Product Development & Marketing Assistance	Recommended for grant of Rs.11 lakhs.
9	Newaetate Pvt. Ltd	Product Development & Marketing Assistance	Recommended for grant of Rs. 5 lakhs.
10	Coastkings Pvt. Ltd.	Need Based Assistance	Recommended for grant of Rs.12 lakhs.

  
(Prasanta Biswal)

Evangelist, Startup Odisha

  
(Samarendra Sahu)  
CEO, IED

  
(Vinod Kumar)  
OSD, MS&ME Dept.