

**Karnataka Digital
Economy Mission**

MONTHLY NEWSLETTER

June 2021 - March 2022



A MISSION FOR A MILLION



Shri B. V. Naidu

Chairman

Karnataka Digital Economy Mission

Mr. B V Naidu brings in 30 years of experience as an entrepreneur, mentor and Indian IT growth he has facilitated. Mr. Naidu has facilitated the growth of the software exports from less than ~ USD 8 million with 13 companies in 1991 to ~USD 12 billion from more than 1,800 companies in Bangalore by 2007. Apart from StartupXseed he is also an IC member on KITVEN Fund and is one of the most influential leaders of India.

MESSAGE FROM CHAIRMAN

The state of Karnataka being a front-runner in untapping the digital dividend with Bengaluru spearheading the start-ups growth, has undertaken many initiatives to meet the goals. One of the key goals of the State is to achieve ~ USD 250 Billion digital economy in the next five years.

The initiatives like Beyond Bengaluru will further provide direction to meet the state's aspirations by reaching to all the emerging tech clusters of the state and optimizing the talent and digital capital (start-ups and entrepreneurial talent).

In the coming financial year, Karnataka Digital Economy Mission will have a greater role to play in each of these clusters, as an enabler towards achieving the aspirational targets set for the state of Karnataka.

Mr. Sanjeev Gupta

CEO

Karnataka Digital Economy Mission



Mr. Sanjeev Gupta has more than 25 years of vast experience working with the Government, Corporate and Not for profit organizations.

He has led many large initiatives like setting up a cadre, designing national health programs like NRHM & RCH Ph II, setting up policy think tanks such as NHSRC.

On the corporate front he has worked with companies including IBM and Accenture handling India & South Asia business covering consulting, technology, operations and digital for Health and Public Service.

MESSAGE FROM CEO

Karnataka Digital Economy Mission has been tapping on this pulse through its diverse network of stakeholders that includes industry anchors, universities/institutions, start-ups, companies, accelerators, incubators, college students, program partners, infrastructure providers, and state institutions.

Our main objective has been to be an enabler to the organic growth happening in the cities and catalyze it by provisioning a facilitative ecosystem to it. In particular, the initiatives to the likes of Beyond Bengaluru are expected to be a harbinger of ushering the dividend of the talent pool and work-life balance which the emerging tech clusters offer. Keeping this agenda in mind, KDEM has been proactively pitching to the investors and start-ups for expanding into these clusters.

KARNATAKA DIGITAL ECONOMY MISSION

Government of Karnataka has established Karnataka Digital Economy Mission (KDEM), a Section 8 company to function as the knowledge bridge between the Government of Karnataka (GoK) and industry with a view of accelerating the growth and investments of the IT, BT and S&T sectors in Karnataka



OBJECTIVES OF KDEM

- ✓ Promote and support digital industry growth and investments
- ✓ Bridge between industry and the government for promoting the technology industry
- ✓ Build global linkages with structured programs
- ✓ Investment promotion for technology industry
- ✓ Policy initiatives relevant for facilitating further investments
- ✓ Technology-sector specific investment reports
- ✓ Build the brand equity of the state

STAKEHOLDERS

Steering towards getting investments and generating employment in the State, KDEM works with a community of stakeholders including industry leaders, government agencies, academia and entrepreneurs

VISION OF KDEM

KDEM's vision is to develop select identified clusters in the state by developing a product and facilitating an entire ecosystem around it

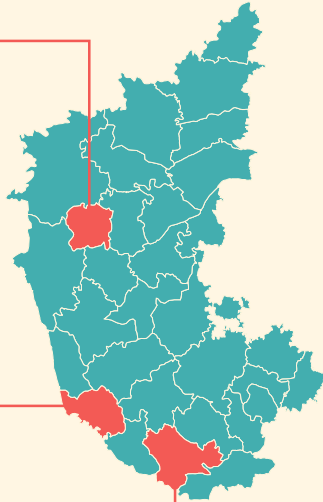
"Karnataka Digital Economy Mission KDEM expects to build a ~USD 1 trillion economy by 2030 & create 5 million skilled jobs and 5 million semi skilled jobs in this new digital economy - the thrust is beyond Bengaluru - Mysuru, Mangaluru, Hubballi, Belgavi & Gulbarga with each becoming a digital hub"

- Kiran Mazumdar Shaw



HUBBALLI CLUSTER

Launch of the Hubballi cluster on 13th July 2021



LAUNCH OF HUBBALLI, MYSURU & MANGALURU CLUSTERS



MANGALURU CLUSTER

Launch of the Mangaluru cluster on 19th June 2021



MYSURU CLUSTER

The advisory board members for the Karnataka Digital Economy Mission (KDEM) Mysuru Cluster, launched the Mysuru cluster on the 17th of July 2021

PRE - BTS EVENTS



Impact & Innovation
@ Hubballi October 2021



The Big Tech Show
@ Mysuru October 2021



Mangaluru Technovanza
October 2021

ASSOCHAM SMARTEC EVENT

DECEMBER 2021

KDEM has been part of the ASSOCHAM Smartec - 2021 event, focusing on the 15 key verticals in this event across different sectors including prominent ones such as Industry 4.0, Aerospace & Defence, Smart Mobility to name a few spread across multiple sessions providing valuable insights by industry experienced speakers both domestically and internationally to provide a suitable platform for smart technologies





INNOVATION AND STARTUPS VERTICAL

LIST OF MAJOR EVENTS

ENABLEMENT OF KARNATAKA INNOVATION AUTHORITY
 Enablement of Karnataka Innovation Authority - identifying and onboarding sandbox regulators in progress

KARNATAKA STARTUP CHAMPIONS
 Driving the Bi-monthly DD Chandana program titled "Karnataka Startup Champions"

STARTUP KARNATAKA RANKING
 3 events with TiE Bengaluru pertaining to Startup Karnataka Ranking exercise

FACILITATION OF COE'S
 Facilitation of COEs in updating the COE Dashboard

FINTECH TASK FORCE
 Part of Fintech task force for Karnataka





DID YOU KNOW?

- ▶ Karnataka is number one in DPIIT ranking as on the year 2020 in the India Innovation Index (Niti Aayog)
- ▶ Karnataka stands 23rd among the top 30 in startup ecosystem (Startup Genome)
- ▶ Of the 85 unicorns in India, 34 are based in Bengaluru

BEYOND BENGALURU VERTICAL LIST OF MAJOR EVENTS

BEYOND BENGALURU STARTUP GRID

Beyond Bengaluru Startup Grid: More than 300 startups connected to the startup grid and facilitated for the registration process on the startup portal, facilitating their entrepreneurial journey

POLICY TALKS CONNECTING STARTUPS

Policy talks connecting 2,000+ startups conducted successfully for each of the three Beyond Bengaluru clusters

INVESTOR CONNECT EVENTS IN

3 CLUSTERS OF BEYOND BENGALURU

The first of its kind, structured investor connect events across the three Beyond Bengaluru clusters



Hubballi (Oct 5)
Belgavi (Jan 5)

5,000+ DELEGATES



Mysuru
(Oct 25)

125+ SPEAKERS



Mangaluru
(Oct 29)

13+ MOUS

ROAD-MAPPING STRATEGY FOR BEYOND BENGALURU



INVESTMENT PITCH FOR SETTING OPERATIONS BEYOND BENGALURU



**<9 Months
of Starting**

EMPLOYED 250

The IBM logo, consisting of the letters "IBM" in a blue, stylized font with horizontal stripes.

**30+ Companies
set up operations**

EMPLOYED 300

The GLOW TOUCH logo, featuring the words "GLOW TOUCH" in a black, sans-serif font, with a circular orange and black graphic element.

**11 companies
with quick success**

EMPLOYED 150

The iMerit logo, featuring a red flame icon followed by the word "iMerit" in a black, sans-serif font.

**Employment for 2,500+ people has been created. Additionally,
8+ companies are in pipeline for starting their operation from the
Beyond Bengaluru clusters**



KNOWLEDGE DISSEMINATION SERIES

Knowledge Dissemination Series: Cyber Security conference conducted for Mysuru cluster with speaker representation from RAW, Tel-Aviv University, industry leaders from companies like Deloitte, entrepreneurs in the cyber security space and so on; the participation in the event was more than 400 people



LAUNCH OF 2 EMC CLUSTERS

Launch of 2 EMC clusters in Mysuru & Hubballi (230 acres each). Out of 230 acres, Lol received from 7 companies worth 90 acres for Mysuru and 11 Lols received for Hubballi, for a total of 70 acres

INVESTMENT OF TECHHERN BATTERIES PVT. LTD. WORTH INR 1,000 CRORES+ IN MYSURU

Facilitated the investment of Techhern Batteries Pvt. Ltd. Worth INR 1,000 crores+ in Mysuru for setting up Li Ion battery plant employing about 400+ people

RELAUNCH MYSURU

Conducted Relaunch Mysuru event

OTHER INVESTMENT PITCHES

Investment Pitches: Glowtouch, IBM for Mysuru cluster; I-Merit, Dhiomics for Hubballi cluster

CREATION OF DATABASE FOR 3 CLUSTERS

Database on available spaces for each of the 3 clusters created, identifying space pool of 10,000 seater operations for Mysuru; 10,000 seater operations for Hubballi and 10,000 seater operations for Mangaluru (upcoming facilities)



LIST OF MAJOR INITIATIVES

UPCOMING KNOWLEDGE REPORTS

Leveraging a Trillion Dollar Digital Economy of India by 2025

Cyber Security – Trends & Emerging Centres in India

Agritech- Trends & Emerging Centers

Fintech Report

Edutech Report



DID YOU KNOW?

- ▶ KDEM has piloted the Beyond Bengaluru initiative with Mysuru, Mangaluru and Hubballi clusters and 3 more are on the way
- ▶ It is estimated that by the year 2030, the cities Beyond Bengaluru would be contributing USD 10 billion towards the IT industry, having employment potential of 10,00,000 people and establishment of 10,000 startup
- ▶ Some quick results with companies of the like of IBM (employment 250) & Glowtouch (employment 300) setting up their Global Delivery Center in Mysuru; companies like I-Merit (employment 150) being grounded for its operations in Hubballi. Within the first 9 months, 15 companies have started their operations from the Beyond Bengaluru clusters creating employment for 10,000+ employees
- ▶ The Beyond Bengaluru cluster seed fund for Startups will be established in Mysuru, Mangaluru and Hubballi on the lines of cluster managed by KDEM at an expenditure of INR 20 crores and INR 12 crores will be provided for the project in the current year
- ▶ The cities Beyond Bengaluru are foreseeing greater investment opportunities and employment potential



TALENT ACCELERATOR VERTICAL

LIST OF MAJOR EVENTS

FUTURE DIGITAL JOBS

Launched #FutureDigitalJobs @ Mysuru, Hubballi, Mangaluru, Kalaburagi & Belgavi with total 2,000+ job opportunities

FUTURE CYBER LANCERS

Launched #FutureCyberLancers @ Mysuru

ONBOARDING OF PLATFORMS

Onboarding of platforms including AWS Academy, VMWare Taara & Infosys Springboard

SYNERGY EVENT

Synergy – Industry & Academia @ Hubballi

LAUNCHING OF PROGRAMS

Launching of FutureDigitalSkills, #FutureVLSISkills, #FutureAVGCSkills & #FutureCyberlancers program on the platform

REPORT ON GIG WORKERS

Study on "Job demand estimation for Gig workers" in Karnataka to estimate the potential demand for white collared and blue collared gig workers in Karnataka





TALENT ACCELERATOR VERTICAL

LAUNCHING OF PROGRAMS

Launched Women at work (W@W) initiative at Vikasa Soudha on International Women's Day (8th March 2022) Building W@W under KSDC Portal

Initiated activities in all 9 sections of Navasutra strategy for state of Karnataka

Activated 15 Startups in Bay area for startup Silicon Valley bridge

KSDC Mega Job Fairs completed at Belagavi, Mangaluru and Kalaburagi

Synergy industry and academia connect - Mangaluru

Synergy industry and academia connect - Mysuru

Synergy industry and academia connect - Hubballi



DID YOU KNOW?

KSDC is helping KDEM with initiatives including skill connect, industry connect for demand driven training and skills on wheels

GCC VERTICAL

LIST OF MAJOR EVENTS

ONGOING DISCUSSIONS

Discussion taking place for growing of GCC's in Karnataka for which the companies in touch include 3M, Kyndryl, Accenture, Bengaluru Airport City, ArchWell, Bosch, Sentinel One, Hinduja Global services to name a few

LIST OF KNOWLEDGE REPORTS



**Mysuru
Product Pack**



**Mangaluru
Product Pack**

UPCOMING KNOWLEDGE REPORTS

- ▶ **GCCs in India - Karnataka vs India**
- ▶ **AI & Data Science Ecosystem in Karnataka**

” DID YOU KNOW?

- ▶ 34% of GCC's in India are based in Karnataka
- ▶ Karnataka contributes to 40% of India's IT and Electronic exports



ESDM VERTICAL

LIST OF MAJOR EVENTS

Discussion on ESDM Skill Development Strategy with IESA & SFAL Representatives

Session on ESDM Policy Promotion

VLSI Design Program

Partners in Progress for ESDM
Dinner meet collaboration with ESDM companies

2 ESDM Zones in Hubballi & Mysuru

Entered 18 LOI's till date

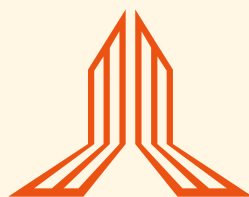
Proposal for Clean Room Facility at Mysuru



KDEM ENABLES 18 NEW ESDM COMPANIES TO SET-UP OPERATIONS IN KARNATAKA

- Creates 15,000 new jobs across the state
- Government of Karnataka (GoK) and KDEM to set-up an ESDM Task Group under the chairmanship of Shri Jitendra Chaddah, Country Manager, Global Supply Chain, Intel India
- Over 50 Global & Indian ESDM Industry Leaders converge to support KDEM's goal of consolidating Karnataka's position in the global ESDM space
- KDEM in association with IESA and IIIT-B launches VLSI Design Skills, a platform that will bolster skill availability in the sector

THANK YOU



For feedback, please write to us at
info@karnatakadigital.in