



## KERALA STARTUP MISSION

### Abstract

Kerala Startup Mission – Rural Impact Startup Scheme – Sanctioned – Orders issued.

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### KERALA STARTUP MISSION

KSUM/504(1)/2021

Dated 01.10.2021

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Read:- G.O (Rt) No.122/2021/ITD dated 01.09.2021 of the Electronics & IT Department

### ORDER

Government have accorded administrative sanction for implementation of the Youth Entrepreneurship Program at a cost of Rs. 58.75 Crore as per the GO read above. Sanction is hereby accorded for the Rural Impact Startup Scheme as detailed below to the startup arising from rural sector or products or services which have direct application to the rural sector

#### **Definition of Rural Impact Startup**

Rural impact startups are startups arising from the rural sector or have products or services which have direct applications to the rural sector\*, which can be upgraded and perfected for wider applications and employment generations in the rural sector by creating an economical impact.

#### **Policy Document for Rural Impact Startups**

Kerala startup mission with an aim to promote rural entrepreneurship, has taken active steps to involve the rural community in the startup ecosystem development Rural impact may include startups generating employment opportunities, innovations focused on rural development or any other criteria which uplifts the rural community. Some of the problems that arise for rural impact startups are not having proper business models, scalability, mentorship, operational efficiency, fluid funding scheme, marketing assistance etc.

#### **Objective of the Rural Impact startups scheme**

1. Creation of entrepreneurs from the rural sector through mentoring, Training, funding, Design, GTM, Early adoption,
2. Developing innovative solutions which are useful for the rural sector
3. Development of products which can uplift the rural community
4. Scaling the rural innovations to a viable business solution
5. Building solutions for the problem statements identified in rural sector
6. Building products from rural sectors which can be scaled across the world
7. Creating best practices which can be adopted by other stakeholders who work in the upliftment of rural communities.
8. Funding and business opportunities for the innovators and startups from rural sectors and for products which can create an impact on rural development.
9. Benchmarking the products developed from rural startups for global exposure
10. Training and development of entrepreneurs from the rural sector
11. Prioritizing the funding and business opportunity for rural startups so that they get funding and business at the right time.

### **Schemes for the Rural Startups**

1. **Idea validation support** : Kerala Startup Mission has devised a scheme for supporting the rural entrepreneurs from ideation to scale up stage. Cohort based virtual incubation support shall be provided for the startups coming under rural sector.
2. **Rural Innovators meet**: Kerala Startup Mission with an aim to promote rural innovators shall conduct yearly meet for rural innovators to showcase their products in front of business and investors who could guide them to scale their products.
3. **Rural Innovators Fund** : By leveraging the strong network of Communities like Kudumbashree seeking solutions for Rural problems or low cost solutions to improve living standard of marginalized community. Strong educated woman fraternity like auxiliary group under kudumbashree or any other similar organization can be funded to trigger this among their members. This will help more rural entrepreneurs to start new ventures.
4. **Innovation Grant for Rural entrepreneurs**: Kerala Startup Mission shall be providing innovation grants from Idea to Scale up stage for rural startups to scale their business exponentially.
5. **Connecting the rural entrepreneurs with the Research Innovation Network Kerala platform**: Kerala Startup Mission shall give exposure to rural startups through research organizations to fine tune their products and make them competent to the global standards.
6. **Research Incubation support for innovators from Rural areas**: Kerala Startup Mission shall devise a programme for innovators from rural sector to get funded through universities for their research projects. This funding shall be used for translational research of their projects to commercializable products.
7. **Global exposure for Rural startups** : Startups who are building products for the rural sector or from the rural areas shall be given business and investment opportunities through the Global exposure programme. They will be exposed to various international events and given a chance to showcase their products.

The scheme shall come into effect from the date of this order and the expenditure towards the scheme shall be met from the YEDP (Young Entrepreneurship Development Programme)

\*Rural Sector: population size, development, division of labor, social mobility, and the type of environment describes the rural sector.

**Sasi Pilacheri Meethal**  
Chief Executive Officer

To:

The Manager (Business Development)  
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The Technical Officer (IT)- for publishing in the website

**Forwarded/ By Order**



**B. Sreekumaran Nair**  
Secretary & Registrar