



GOVERNMENT OF KERALA

Abstract

Electronics & Information Technology Department – Scheme for Women Entrepreneurship – Approved – Orders issued.

ELECTRONICS & INFORMATION TECHNOLOGY (IT CELL) DEPARTMENT

G.O.(Rt)No.98/2019/ITD

Dated,Thiruvananthapuram, 20/05/2019

Read :- Letter No. KSUM/2019-20/ITD/OS/01 dated 06.05.2019 from the Chief Executive Officer, Kerala Startup Mission

ORDER

As per letter read above, the Chief Executive Officer, Kerala Startup Mission has submitted a proposal for implementing the scheme for 'Women Entrepreneurship' under the 'Youth Entrepreneurship Development Programme'.

2. Government have examined the proposal in detail and are pleased to approve the scheme of 'Women Entrepreneurship' with the following components and features:

a. Pre-Incubation Support:

1. The Pre-Incubation Support will be given to the startups led by women at the early stages.
2. The Pre-Incubation Support will be for a period of 3 months and will be free with incubation, mentorship and technical support.
3. Two cohorts of 10 startups exclusively for women shall be taken as part of this scheme.
4. The pre incubation activity will be implemented within the component 'Incubation' under Youth Entrepreneurship Development Programme.

b. Business Support:

Kerala Startup Mission will support women founders who have a valid startup product with 100% on the following scenarios:

- i. **Product Showcasing:** Support to exhibit products in national and International events where registration cost shall be taken by Kerala Startup Mission.
- ii. **Travel:** National and International business meets travel tickets for one founder and the same can be availed four times in the startup lifecycle and further subject to review of the startup.

iii. **Marketing Support:** Support marketing activities up to a ceiling of Rs. 5 lakh per startup per year, with a validity of two year.

c. **Seed Funding Support:**

This scheme is to extend the moratorium period of seed funds given from Kerala Startup Mission to 2 years from One year. The features are:

- Fast Track Soft loan against purchase order.
- Fast Track Soft Loan as advance for projects received from Government Departments.
- Technology Transfer Support for women lead startups with a ceiling of 10 lakh.
- Tech enthusiast 10% seats earmarked for women in International Exposure Programmes.

3. The expenditure towards implementing the scheme 'Women Entrepreneurship' will be met from the funds provided to different components for supporting women under the scheme 'Youth Entrepreneurship Development Programme' in the budget for the respective financial years and no additional fund will be provided.

(By order of the Governor)

VINOD. G

JOINT SECRETARY

To:

The Chief Executive Officer, Kerala Startup Mission

The Principal Accountant General (Audit) Kerala, Thiruvananthapuram.

The Accountant General (A & E) Kerala, Thiruvananthapuram.

The Director, Kerala State IT Mission.

The Director of Medical Education

The Director of Collegiate Education

The Director of Industries

The Director of Women and Child Development

The Executive Director, Kudumbashree

The Managing Director, Kerala State Industrial Development Corporation

The Web & New Media, Information & Public Relations Department

Stock file /Office copy