



## KERALA STARTUP MISSION

### Abstract

Kerala Startup Mission - Youth Entrepreneurship Development Programme - Scheme and definition for supporting startups coming under the purview of Renewable Energy, climate change and sustainability – Sanctioned – Orders issued.

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## KERALA STARTUP MISSION

KSUM/504(A)/2021

Dated 01.10.2021

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Ref: 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. Sanction is hereby accorded for the schemes as detailed below to the startups working in the field of renewable energy, climate change and sustainability

#### **Definition**

Startups who develops products or services to support the training,use,harnessing,monitoring of renewable energy or products which reduces the energy consumption or any other mechanisms to build a greener future will be considered under the definition of renewable energy, climate change and sustainability.It may include but not limited to startups generating employment opportunities, innovative solutions for problem statements in these identified areas.

#### **Schemes**

1. **Idea validation support** : Kerala Startup Mission has devised a scheme for supporting the entrepreneurs from ideation to scale up stage. Cohort based virtual incubation support shall be provided for the startups coming under rural sector.
2. **Innovation Grant**: Kerala Startup Mission shall be providing innovation grants from Idea to Scale up stage startups coming under the definition.
3. **Capacity Development Workshops**: Workshops focusing on various key areas on sustainability, climate change and renewable energy
4. **Hackathons and Grants for Startups**: Sector specific hackathons on climate change, sustainability and renewable energy shall be done and startups shall be funded through the scheme.

5. **Seed Fund:** Early stage seed funds shall be given for the eligible startups coming under the renewable energy, sustainability and climate change.
6. **Research Incubation support for innovators from Rural areas:** Kerala Startup Mission shall devise a programme for startups 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:** 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.
8. **Marketing Assistance:** The startups shall be provided grants for marketing which includes digital content creation and product marketing in domestic, national and international events.
9. **Early adoption of startup products by Government:** The state government through the Government as a market place scheme shall procure startup products.
10. **Setting up a Green Incubator:** Kerala Startup Mission shall set up a green incubator focusing on renewable energy, sustainability and climate change.

The scheme shall come into effect from the date of publishing of this order and the budget for the above scheme shall be earmarked from the YEDP (Young Entrepreneurship Development Programme) of Kerala Startup Mission.

**Sasi Pilacheri Meethal**  
Chief Executive Officer

To:

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

**Forwarded/ By Order**



**B. Sreekumaran Nair**  
Secretary & Registrar