

## KERALA STARTUP MISSION

### Abstract

Kerala Startup Mission – Support of Startups in the Circular Economy Domain-  
Orders Issued

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## KERALA STARTUP MISSION

No. KSUM/TO/36/SI/2023

Date: 10.11.2023

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### ORDER

In alignment with the Government's commitment to promoting sustainable development and innovation, and leveraging the existing schemes and frameworks of the Kerala Startup Mission (KSUM), this office order outlines the policy for providing dedicated support to startups operating in the circular economy domain.

#### **1. Objective**

The primary objective of this policy is to foster innovation, entrepreneurship, and sustainability by supporting startups that develop solutions addressing challenges in waste reduction, resource efficiency, recycling, and the transition to a circular economy.

#### **2. Scope**

This policy is applicable to all startups registered under KSUM that are engaged in initiatives related to the circular economy, including but not limited to:

- Waste management and upcycling.
- Sustainable product design and manufacturing.
- Resource recovery and efficiency.
- Innovative models for reuse and sharing economies.

#### **3. Eligibility Criteria**

To avail of the support under this policy, startups must meet the following criteria:

- Be registered with KSUM.
- Operate in domains directly linked to the principles of a circular economy.
- Demonstrate a scalable and innovative solution with measurable environmental or social impact.

#### **4. Support Provided**



Startups meeting the eligibility criteria will have access to the following support mechanisms:

#### **4.1 Financial Support:**

- Access to grants, seed funding, and other financial assistance under existing KSUM schemes.
- Subsidized rates for prototyping and product development through KSUM partner facilities.

#### **4.2 Infrastructure and Technical Support:**

- Access to incubators, coworking spaces, and maker labs under the KSUM network.
- Technical mentorship and workshops on circular economy principles and technologies.

#### **4.3 Market Access and Partnerships:**

- Assistance in connecting with industry partners, investors, and government initiatives focusing on sustainability.
- Participation in trade fairs, exhibitions, and global networking opportunities facilitated by KSUM.

#### **4.4 Capacity Building and Training:**

- Specialized training programs and boot camps on sustainable business models and technology integration.
- Access to knowledge resources, case studies, and policy frameworks for circular economy practices.

### **5. Monitoring and Evaluation** Startups receiving support under this policy will be required to:

- Submit periodic progress reports detailing their milestones, impact metrics, and financial utilization.
- Participate in review meetings organized by KSUM to evaluate the effectiveness of the support provided.

### **6. Implementation and Governance** The implementation of this policy will be overseen by a dedicated committee under KSUM, which will:

- Evaluate applications and select eligible startups.
- Monitor the allocation and utilization of resources.
- Ensure alignment with existing government policies and sustainable development goals (SDGs).



**7. Validity** This policy shall come into effect from [effective date] and will remain in force until further orders.

**8. Amendments** Any amendments to this policy will be notified by the competent authority as deemed necessary.

  
**Anoop Ambika**  
Chief Executive Officer  
Kerala Startup Mission

To:

The Management Group  
KSUM Team  
All Startups

