



PHD CHAMBER  
OF COMMERCE AND INDUSTRY



RAMA  
UNIVERSITY

# UTTAR PRADESH STARTUP E-CONCLAVE AARAMBH

12 May 2021 | 12 Noon to 1:00 PM

Chief Guest



**Shri Ajit Singh Pal**

Hon'ble State Minister

IT & Electronic, Uttar Pradesh

**Register in advance for this Video Conference:**

<https://us02web.zoom.us/meeting/register/tZErdmrqzwtE93MtSpaA4k3Uq-85V-ux3qk>

**RSVP**

Mr. Amresh Rastogi / Ms. Surbhi S. Rana

Mob- 9415465224/Mob- 8601555164

amresh.rastogi@phdcci.in / surbhi.rana@phdcci.in

# UTTAR PRADESH START-UP E- CONCLAVE

## ‘AARAMBH’

12<sup>th</sup> May 2021, 12:00 Noon - 1:00 PM

---

RCIIE (Rama Centre for Innovation, Incubation and Entrepreneurship, Rama University Kanpur ), And The Uttar Pradesh Chapter of PHD Chamber of Commerce & Industry in collaboration with NABARD & SIDBI organized a Virtual Conclave on Uttar Pradesh Start-up – ‘AARAMBH’ on 12<sup>th</sup> May 2021, 12 Noon to 1:00 PM. The E-Conclave was supported by A & A Group of Companies.

The key objective of the session was to create a platform for devising ways to foster the growth of startups and Entrepreneurship in the State. The webinar also aimed to disseminate and discuss the various Schemes and facilities introduced by the Government as well as Banks to promote the startups.

### **The Chief dignitaries of the session included:-**

Mr. Ajit Singh Pal, Hon’ble State Minister, IT & Electronics, Govt. of Uttar Pradesh;  
Mr. Rajiv Kumar, GM, SIDBI; Dr. Nikhil Agarwal, CEO, Incubation, IIT Kanpur;  
Mr. D S Chauhan, CGM – NABARD;  
Mr. Sanjay Agarwal, President, PHDCCI;  
Mr. Mukesh B. Singh, Director, A & A Group of Companies & Sr. Advisor, UP Chapter, PHDCCI;  
Dr. Ranjeet Mehta, Deputy Secretary General, PHDCCI;  
Mr. Atul Srivastava, Resident Director, UP Chapter, PHDCCI.

### **Key Notes:-**

**Shri Ajit Pal Singh, Hon'ble State Minister, IT & Electronics, Govt. of Uttar Pradesh**, after extending his condolences to those who have lost their family members to COVID-19, shed light upon the objectives and salient features of the New Start-Up Policy 2020 launched by the State Government last year. He gave emphasis on following points:-

- The Minister admired and appreciated the vision of the Hon'ble Prime Minister of India, Shri Narendra Modi ji of building 'Atmanirbhar Bharat' and 'Vocal for Local' initiative.
- By New Start-Up Policy 2020 the Government aims to broad base the coverage of the policy seeking greater collaboration amongst State Government departments, technical and higher education institutes etc.
- He informed that he State Government is aiming to inculcate the culture of entrepreneurship at school level itself in order to make students learn virtues of entrepreneurship during early years of their education.
- He also emphasised on holistic startup and entrepreneurial ecosystem in the state by supporting the establishment of Tinkering Labs in Schools, E-Cells in colleges, Incubators in institutes of higher learning and Centres of Excellence to promote research & development in the areas of emerging technologies etc.
- The State Minister also informed that the Government is aiming at setting up 100 incubators in Uttar Pradesh and at least one in every district, and developing an ecosystem to set up at least 10,000 startups.
- Mr. Singh also expressed that the new startup policy is expected to create direct employment opportunities for 50,000 people and indirect employment for one lakh people in the state.
- He also expressed gratitude to PHDCCI for inviting him as Chief Guest and Speaker in the Session.

**Shri Sanjay Agarwal, President, PHDCCI** gave the welcome address in the session. He said that the startup ecosystem is hailed as an incubator for innovation and a key contributor to job and wealth creation for any given Entrepreneur.

- He said, Uttar Pradesh Government came up with a very promising 'Startup Policy' 2020 with the aim to foster the Startups of the State to have a win-win situation, both for benefiting Startups and boosting Employment in the State.
- Mr. Agarwal said that the State of Uttar Pradesh, now stands as a potent space to be termed as a startup hub alongside Bangalore, Delhi, and Mumbai and other metros.
- Over the past few years, it has indicated a promising growth in terms of having a stable environment for startups because of its co-operation with investors, incubators and the Government. The role of Start-ups in making India Atma-Nirbhar is also undeniable.
- Atma-Nirbhar Bharat provides a unique opportunity for Indian start-ups to locally produce innovative and affordable products.
- The businesses in post COVID world will operate quite differently and there is huge scope for innovation. Hence, this shall prove to be a perfect time for startups to play in their role, Mr. Agarwal quoted.
- Mr. Agarwal concluded by He appreciating the fact that the State Government is encouraging and promoting Industrialization aggressively by facilitating startups and new ventures by several new initiatives, incentives and schemes for their easy and hassle-free operations

**Dr. Nikhil Agarwal, CEO, Incubation, IIT Kanpur**, in his address reviewed about the Startup Incubation and Innovation Centre at IIT Kanpur which was launched in association SIDBI with an objective to deepen the entrepreneurship and incubation culture of the institute and also to foster innovation, research and entrepreneurial activities in technology based areas.

- He also said that SIIC, IIT Kanpur aims to develop cutting-edge technologies grounded in science and engineering Innovations to solve pressing problems of the country, focusing on the underprivileged strata.
- He said that IIT Kanpur will provide up to 5 lacs any startup which is being incubated under any other Incubation centre in UP.
- PSA-IIT is working on Oxygen industry with the Bharat Oxygen Mission and looking for manufacturers and suppliers.

**Mr. Rajiv Kumar, GM, SIDBI**, in his address gave an overview of the role of Small Industries Development Bank of India, where he said that the SIDBI acts as the principal financial institution for promoting, financing and development of the Micro, Small and Medium Enterprise (MSME) sector as well as for coordination of functions of institutions engaged in similar activities.

- Mr. Kumar also spoke on how SIDBI is providing interim support to the startups, whose cash flow and liquidity has been adversely impacted by the COVID-19 pandemic.
- He talked about b Indirect finances, all type of banks are being financed for MSME loans.
- With Direct programs SIDBI provides loan up to INR 2 Crore. Credit guarantees are also being provided.
- He talked about green field Units and safe schemes, under which up to INR 1cr loan can be sanctions within 48 hours.
- He added that the Small Industries Development Bank of India has launched SAFE Scheme (SIDBI Assistance to Facilitate Emergency response against Corona Virus)to provide financial assistance to MSEs engaged in manufacturing products or offering services to fight Covid-19.
- He also highlighted some new loan products of the Bank which were:  
 SHWAS, which provide assistance to healthcare sector in the second wave of COVID.  
 AROG, which provide assistance to MSMEs for recovery and organic growth during COVID-19 pandemic.  
 CSAS, Covid-19 Startup Assistance Scheme, to provide assistance to innovative startups that have demonstrated ability to adapt to economic impact from COVID-19 and ensured its employees safety and financial stability.

- He talks about Fund of Fund scheme, under which, 45000 startups get benefited, and an approximate of INR 6500cr has been issued.

**Mr. D S Chauhan, CGM – NABARD**, in his address shed light upon the role of NABARD in promoting startups in Agriculture Sector, he said, NABARD is an apex institution which provides refinance assistance for agriculture, promoting rural development activities and also provides all necessary finance and assistance to small scale industries, cottage and village industries, handicrafts and other rural crafts and other allied economic activities in rural areas with a view to promote integrated rural development and securing prosperity of rural areas. Mr. Chauhan also talked about several schemes of NABARD like Dairy Entrepreneurship Development Scheme, Agri-Clinic and Agribusiness Centres Scheme, Subvention Scheme, which would also help the Professional students in shaping their career in Agricultural sector, Mr. Chauhan, restated.

- He talked about Agriculture investment fund, which is available for making of fertilizer units, cold storage and many more. The available budget is of INR 100000 CR. The loan is available @3% interest rate. The highlight of this scheme is that one can club this scheme with any other scheme. He suggested to club this with other subsidised schemes.
- He emphasised on a scheme available for students (12<sup>th</sup> passed or graduated from agriculture subject/specialization) for setting up projects like, mini dairy, soil testing, pesticides agencies, consultancies, and many more in the category. The fund is available with 30% subsidy.
- He said that venture capital funds are also available. NABARD is also looking for Agriculture Incubation centres in UP.

**Dr. Ranjeet Mehta, Deputy Secretary General, PHDCCI** moderated the entire session excellently and also took questionnaires from the audiences to the Hon'ble Minister as well as elite panel of experts of the session.

**Mr. Mukesh B Singh, Sr. Advisor, UP State Chapter of PHDCCI** gave the formal vote of thanks to all the speakers and participants for sparing their valuable time and deliberations in the session. He thanked especially to Shri Ajit Singh Pal Ji, Hon'ble State Minister, IT & Electronics, Govt. of Uttar Pradesh; Shri Sanjay Agarwal, President, PHDCCI; Shri D S Chauhan, CGM - NABARD; Shri Rajiv Kumar, GM SIDBI and to Dr. Nikhil Agarwal, CEO, Incubation, IIT Kanpur to have made themselves available for the session. He, on behalf of PHDCCI, assured full support and cooperation to work with the Government in areas of Startup and entrepreneurship development. He lauded PHDCCI, UP Chapter for organizing this enlightening session on a very short notice and inviting the best subject experts to deliberate on the current schemes and facilities for Startups in the State.

The interactive Seminar was appreciated and interacted by more than 150 active participants comprising majorly of Startups, MSMEs, officials from NABARD & SIDBI, Leading Industrialists, College Students and budding entrepreneurs, Investors as well as Government representatives.