एसटीपीआई STPI

Software Technology Parks of India

www.stpi.in

Newsletter

Issue: 21
April - June 2021

/stpiindia

CONTENTS

Advisory Board

- Dr. Omkar Rai
- Devesh Tyagi
- P.K. Das
- Subodh Sachan
- S.R. Subramaniam
- Amit Bansal
- Arpana Singh
- Shakti Sharan Singh

Message from
Director General

> "To rev up the tech startup movement in India, STPI has been building digital infrastructure like Tier-III data centres in select cities including Bengaluru, Chennai, Vijayawada, Bhubaneswar, and Mohali to empower startups to leverage it for hosting their servers and storing data."

Dr. Omkar Rai   Director General, STPI

IT industry concentration in metros has simultaneously burdened the civic amenities and affected the balanced growth paradigm across regions. While talent and infrastructure are widely available in Tier-II/III cities, it's imperative for IT/ITeS companies to disperse their operations to smaller cities, leverage the local talent, and take advantage of the cost arbitrage in terms of infrastructural cost and wages. Aligned with the vision of Ministry of Electronics & IT, Government of India, STPI as the implementing agency for execution of BPO Scheme under Digital India Programme in Tier-II/III cities has achieved the mandate of the government by allocating 61,208 seats to successful bidders to set up BPO/ITES units at about 140 small cities/towns of 28 States/UTs across the country. Today, 247 BPO/ITES units are operational in 104 cities with reported direct employment of 41,628 persons.

The most exciting part of the BPO success story is that today BPO companies have started operating from small cities like Baddi in Himachal Pradesh; Majuli, Shillong, Kohima, Imphal, and Itanagar in North East; Guntupalli and Bheemavaram in Andhra Pradesh; Sagar in Madhya Pradesh; Sangli in Maharashtra; Jaleswar and Sambalpur in Odisha; Namakkal and Mayiladuthurai in Tamil Nadu; Muzaffarpur in Bihar; Lakhimpur & Baitalpur in Uttar Pradesh, and many such cities. These BPO units are serving both domestic and international clients. Over 60 such units are doing business with international clients spread across 16 countries. The success of BPO scheme accentuates the dispersal of IT/ITeS industry to Tier-II/III cities of India.

To further augment the scope of dispersal of IT/ITeS industry by revolutionising the movement of tech startup ecosystem in India and realise the vision to drive the rise of India as a Software Product Nation to make India a global player in development, production, and supply of innovative, efficient, and secure software products, STPI has launched 13 Centres of Excellence (CoEs) in emerging technologies and planning to launch 12 more

CoEs soon. STPI's first CoE in ESDM, Electropreneuer Park-Delhi, which is operational since 2016, has proven to be very successful. It has incubated 44 startups which cumulatively have filed 36 IPs & 19 provisional patents, built 36 new products & 30 working prototypes, generated employment of 450, revenue of Rs. 47.8 crore and have an estimated total valuation of Rs. 250 crore. Till May 2021, the launched CoEs have onboarded 146 startups, roped in 200+ mentors, inked association with 139 partners, launched/created 66 products, and showcased 61 prototypes.

STPI is also implementing the futuristic Next Generation Incubation Scheme (NGIS) for providing level-playing field to the youth of smaller cities and towns with vision to provide them an opportunity to innovate and opt for entrepreneurship as a career option. NGIS is being launched from 12 Tier-II STPI locations viz. Agartala, Bhilai, Bhopal, Bhubaneshwar, Dehradun, Guwahati, Jaipur, Lucknow, Prayagraj, Mohali, Patna and Vijayawada. It has planned to support 300 startups/ entrepreneurs/ SMEs. As part of first edition of CHUNAUTI contest under NGIS, 42 startups are selected, and the 2nd edition is getting launched soon. NGIS and CoEs can further galvanise the tech startup ecosystem in Tier-II/III cities of India by encouraging budding entrepreneurs and young innovators to build ground-breaking products in emerging technologies to address the challenges of India and the world at large.

To rev up the tech startup movement in India, STPI has been building digital infrastructure like Tier-III data centres in select cities including Bengaluru, Chennai, Vijayawada, Bhubaneswar, and Mohali to empower startups to leverage it for hosting their servers and storing data. STPI has built a total data centre area of 40,352 sq. ft in which 547 racks are available for the incubates, starts, and tech SMEs. Such initiatives of STPI can revolutionise the tech startup movement in the country, making India a software product nation in times to come.

Success Story

MattsenKumar Service Pvt. Ltd.

Creating Jobs in Jaipur under IBPS

MattsenKumar has been a pioneer in establishing and transforming contact centre operations for leading organizations across the globe for more than 15 years. Quality has always been in the DNA of MattsenKumar. When Founders Mike Mattsen and Aarati Kumar decided to form MattsenKumar back in 2010, their primary objective was to build a global offshore call center to create the most effective, service centric multi-spectrum BPO for large, medium, and startup organizations. The team not only focuses on providing successful transactional output, but also offers business analytics and process improvement strategies by leveraging business insights. They started their consulting services in Gurugram.

MattsenKumar wanted to expand its roots to Tier-2/3 cities. The benefits provided by India BPO Promotion Scheme (IBPS) motivated the company for the timely expansion of its operations at Jaipur. The scheme encouraged the company to create direct and indirect employment in varied sectors. MattsenKumar participated in the 4th and 5th round of IBPS bidding and has been allocated total 200 seats under the scheme. Their experience with IBPS and STPI has been very encouraging.

Being an establish organization funds and projects weren't major difficulties but establishing a facility in Tier-2/3 city, arranging skilled manpower, and running it smoothly were the major challenges for the organisation.

"The state-of-the-art operation facility at Jaipur plays an important role in helping the company deliver service to growing base of fortune 500 clients, while expanding the national footprint to access the best and brightest talent in and around Jaipur," underlined Rudraksh Parmar, VP & Site Head, MattsenKumar.

In fact, by leveraging an experienced team, best of industry operating practices, and the learnings and experience they gained while growing a previous BPO from scratch to several thousand FTE in two years, MattsenKumar is succeeding and growing. Eventually, their mission has evolved. Clients require constant innovation to complement evolving technology for maximum benefit, and MattsenKumar not only provides the best of breed services, but also provides innovative, specialized technologies that ensure clients receive maximum return on investment.
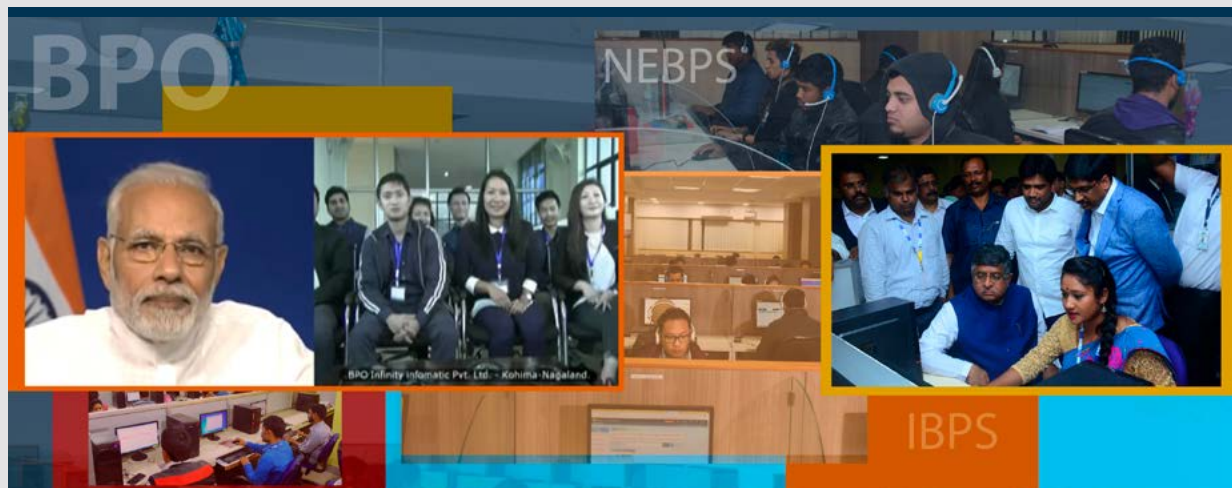
Mr. Rudraksh Singh Parmar
Vice President, MattsenKumar Service Pvt. Ltd. & Site Head, Jaipur Centre concludes

> The state-of-the-art operation facility at Jaipur plays an important role in helping the company deliver service to growing base of fortune 500 clients, while expanding the national footprint to access the best and brightest talent in and around Jaipur

LEAD STORY

BPO Schemes: Delivering Desired Results on Ground

The Indian BPO Promotion Scheme (IBPS) and North East BPO Promotion Scheme (NEBPS) are the initiatives under Digital India Programme to create employment opportunities for the youth of the country by setting up BPO/ITES operation in smaller cities across the country. STPI is the implementation agency for IBPS and NEBPS. These programmes were launched in June 2016 to ensure regional growth and create jobs locally along with empowering private companies to keep their cost arbitrage. With a total budgetary outlay of Rs. 543 crore, the schemes seek establishment of 48,300 seats in respect of BPO/ITeS operation across the country and 5,000 seats in North Eastern Region respectively. The BPO Promotion schemes are successful in achieving the mandate of the Government. Overall, 61,208 seats were allocated to successful bidders to set up BPO/ITES units at about 140 small cities/towns of 28 States/UTs across the country. At present, 247 BPO/ITES units are operational in 104 cities with reported direct employment of 41,628 person, out of which about 38 per cent are women.

Total Seats:	Total Allocated Seats:	Budget Outley	VGF Approved	Units*	Cities*
53,300	61,208	543 Cr.	53.6 Cr.	247	104

The due diligent efforts by STPI have resulted in setting up the BPO units in places like Baddi in Himachal Pradesh; Majuli, Shillong, Kohima, Imphal, and Itanagar in North East; Guntupalli, Bheemavaram in Andhra Pradesh; Sagar in Madhya Pradesh; Sangli in Maharashtra; Jaleswar and Sambalpur in Odisha; Namakkal and Mayiladuthurai in Tamil Nadu; Muzaffarpur in Bihar; Lakhimpur and Baitalpur in Uttar Pradesh, and many more.

As reported by the BPO/ITES units under IBPS/NEBPS, about 62 units are engaged in international operations serving clients from countries such as USA, UK, Canada, UAE, Mauritius, Japan, Australia, Israel, Germany, Italy, Switzerland, Singapore and China. These units are successfully providing services in the areas like Medical Billing and Coding, Insurance, Accounts related services, Online Tutoring, Imaging Services, Healthcare Services, Content Data Management, E-commerce, Digital Marketing, etc.

EVENTS & ACTIVITIES

Celebration of Foundation Day of STPI

The Foundation of STPI was celebrated to commemorate its journey, contributions, achievements, and its impact on the evolution of the Indian IT industry and how it has repositioned itself to serve the dynamic needs of the industry by organising a virtual event on 5th June 2021.

Speaking on the occasion Dr. Omkar Rai, Director General, STPI congratulated all the employees and accentuated, "Reimagination, recreation, restoring, and repositioning are in the DNA of STPI. We are constantly evolving apropos the dynamic needs of the Indian IT industry. We have also infused inclusiveness and competition in the work culture of the organisation. And all these have contributed to setting up 13 CoEs in various emerging technologies and subsequently planning for the launch of next 12 CoEs in a time-bound manner. These CoEs will play a pivotal role in revving up R&D, innovation, IP creation, and product development, making India a product nation in times to come."

The journey of STPI is synonymous with the evolution of IT industry in India. In last 3 decades, the determined efforts of STPI in promoting IT industry in global platforms and boosting software exports essentially reflect STPI's commitment towards economic progress of the nation, and team STPI will unswervingly continue to fulfil the aspirations of the "New India" in times to come.

During the event, Dr. Omkar Rai, Director General, STPI announced the launch of 12 new CoEs such as AIC STPI BENGALURU, a CoE in Healthcare, IoT, ICT, and e-CommerceAI at Bengaluru; IoT in Agriculture CoE at Akola; Efficiency Augmentation CoE at Bengaluru; FinTech CoE at Gandhinagar; SmartAgri IoT CoE at Patna; Emerging Tech CoE at Bhubaneswar and Industry 4.0 Technology CoE at Vizag and 5 CoEs in each of remaining 5 North East capital cities viz. Gangtok (IT Applications in Healthlcare & AgriTech), Itanagar (GIS Applications including Drone Tech), Kohima (IT Applications in Graphic Design) , Aizawl (Gaming), Agartala (Data Analytics).

STPI has 13 operational CoEs viz. FinBlue at Chennai, VARCoE at Bhubaneswar, NEURON at Mohali, IoT OpenLab at Bengaluru, MOTION at Pune, Electropreneur Park - New Delhi & Bhubaneswar, APIARY at Gurugram, IMAGE at Hyderabad, MedTech at Lucknow, and OctaneNE (IoT in Agriculture at Guwahati, Animation at Shillong and AR/VR at Imphal).

During the virtual event, Dr. Omkar Rai, DG, STPI along with senior leadership from the headquarters & jurisdictional directorates including Shri Devesh Tyagi, Sr, Director, STPI; Shri Prabir Kr. Das, Director, STPI-Guwahati; Shri Rajneesh Agrawal, Director, STPI-Noida; Shri C.V.D. Ramprasad, Director, STPI-Hyderabad; Shri Sanjay Kumar Gupta, Director, STPI-Pune; Shri Manas Ranjan Panda, Director, STPI-Bhubaneswar; Shri Shailendra Kumar Tyagi, Director, STPI-Bengaluru; Shri Paritosh Dandriyal, Director, STPI; Shri Sanjay Tyagi, Director, STPI-Chennai; Shri Subodh Sachan, Director, STPI-HQ, Shri Ganesh Nayak K, Director, STPI-TVPM and Shri Amit Bansal, Director, STPI shared their brilliant thoughts to STPIians.

YOGA FOR WELL-BEING

STPI Celebrated International Yoga Day

International Yoga Day is an annual event that commemorated every year on 21 June 2021. The idea of International Yoga Day was conceived by Prime Minister Narendra Modi, who proposed the concept on September 27, 2014, during his speech at the UN General Assembly.

At one level, International Yoga Day is about integrating body, mind, and soul, as yoga is an ancient Indian tradition combining bodily agility with mental relaxation techniques. Broadly, the significance of Yoga Day can be seen in the light of spreading awareness and taking tangible steps, on an issue of well-being, which is the need of the hour.

This year, the theme for the event was "Yoga at Home and Yoga with Family", in line with global concerns around the Covid-19 pandemic, emphasising the importance of maintaining good health, but within constraints of social distancing. STPI and its centres pan-India observed International Yoga Day by conducting yoga sessions and disseminating information on the benefits of yoga in everyday life.

Fab Academy Training at STPI-Fablab, Bhubaneswar

Four persons form the STPI-Bhubaneswar were selected for the FAB Diploma Training through online mode. The key objective was focused on rapid prototyping and how to create almost anything from the scratch. During training, the participants learned new ideas & 3D technologies with hands-on experience on 3D Printer, Laser Cutter, Large CNC, PCB Milling machines, etc. Under the training, the participants developed few IoT-based projects like Automatic Saline Dispensing System, IoT-based Humidity &Temperature Monitoring System (Part of Smart Home Automation System), Automatic Plant Watering/Irrigation System & Air Quality Monitoring System, which ware in the final stage for implementation.

11th ICT Odisha
Digital Transformation: Rebuilding and Evolving Post Pandemic

Dr. Omkar Rai, DG, STPI the keynote speaker graced the 11th ICT Odisha event themed on "Digital Transformation: Rebuilding and Evolving Post Pandemic" on 30th June 2021. As COVID-19 pandemic challenged the world like never before, organisations hurried to look for ways to continue their operations remotely through digital transformation initiatives with greater urgency. The speakers at the conclave cited that the urgency of digital transformation will make organizations resilient to weather future challenges. The 11th CII-ICT Odisha conclave was organised to understand how the digital transformation is reshaping the operations of organisations at the ground level during this pandemic. Since government organizations were the first responders in a crisis like this, the departments embraced the digital technologies for delivering services seamlessly and continue operations without any disruptions.

"The kind of technology background India has right now it has empowered all other sectors to strive during the pandemic & enabled them to deliver in a seamless manner. The changes steered by the IT industry has not only experienced by business sectors, but also government sectors have also realised it in governance," underlined Dr. Omkar Rai, DG, STPI.

Shri Tusharkanti Behera, Hon'ble Minister, EIT, Govt. of Odisha said, "It is overwhelming that CII has organized this session during this pandemic. Government of Odisha has taken several steps for digitization of various departments and inclusion of 430 new services and in child education where Odisha Primary Education Programmed Authority (OPEPA) was digitally enabled for online education and E-learning."

Speaking on this session, Odisha IT secretary Shri Manoj Mishra expressed, "The pandemic stretched our system to the limit. Thankfully, our digital transformation had started much early as part of our 5T initiatives. It was certainly a huge challenge before us, but we were never overwhelmed nor did our system fail us at any point of time."

This session was also participated by Shri Manas Panda, Director, STPI-Bhubaneswar; Shri Sashikant Mohanty, MD & Head, Digital, Arthur D. Little (India); Vineet Jaiswal, Chief Digital Officer, JSW Steel and Col. Suhail Zaidi, Head of CII Tata Communication Centre for Digital Transformation. Shri Priyadarshi Nanu Pany, Founder & CEO, CSM Technologies and Convenor, CII ICT Panel delivered the welcome address. During this event, 'Joint Certificate of Recognition' was given by CII and Department of Electronics and Information Technology, Govt. of Odisha to Shri Saswat Kumar Panda, CEO, Quocent and Shri Gaurav Dash, CEO, Pharos Softtech Ltd for their innovative B2C solution for COVID pandemic.

The inaugural session was followed by panel discussion, "Rebuilding and Evolving Post Pandemic. The session was moderated by Shri Priyadarshi Nanu Pany.

6th PMG Meeting of AIORI Project

6th PMG meeting of Advance Internet Operation Research in India (AIORI) took place on 30th June 2021. Members discussed about the progress of implementation of AIORI Project and future course of action through Video Conference. Meeting was chaired by Shri Subodh Sachan, Director STPI-HQ, Shri Manjit Nayak, Office-in-Charge of STPI-Kolkata centre and other members of AIORI Project.

Launch of 2nd Cohort Program of IMAGE

Dr. Omkar Rai, DG, STPI as Chief Guest launched the 2nd cohort program of IMAGE on 6th May 2021 in august presence of Shri Harsh Jain, CEO & Founder, Dream 11; Shri Shashi Reddy, Vice President (Engineering), Qualcomm & Chief Mentor, IMAGE; Shri CVD Ram Prasad, Director, STPI-Hyderabad; Shri Subodh Sachan, Director, STPI-HQ; Shri Bharani Aroll, President, HYSEA; Shri Ramesh Loganathan, Professor, Co-Innovation/Outreach, IIIT Hyderabad and Shri Vikrant Varshney, Managing Partner, SucSEED Innovation Fund and shared his insightful thoughts on how IMAGE can translate the ideas of startups into innovative products.

"The robust collaborative ecosystem developed by us is enabling us to steer the success of each CoE in various emerging technology domains led by industry stalwart. The industry-friendly work culture of STPI is helping us to collaborate with industry leaders and leverage their great expertise in technology to drive the success of CoEs," underlined Dr. Omkar Rai, DG, STPI.

Launch of 3rd Cohort of IoT OpenLab

STPI had launched the 3rd cohort of IoT OpenLab on 7th June 2021 to encourage startups focused on IoT to participate in the Open Challenge Program and develop path-breaking products for smart cities in various dimensions including smart building, smart traffic system, water monitoring, security surveillance & smart parking.

Activities under IMAGE CoE

STPI regularly organises mentoring sessions for the incubated startups in various Centres of Excellence to help them get the desired benefits. In the last quarter, IMAGE organized a Mentorship Session on "Product Market Fit Best Practices" by Shri Rohith Bhatt, Founder Robosoft & CEO 99Games on 4th June 2021. Shri Rohith shared his experiences on his journey and emphasized the importance of identifying the right product market fit strategy in making startups successful. The CoE also conducted an outreach webinar on 17th June 2021 for the potential startups to explain about the IMAGE benefits and offerings during the "call for applications for the 2nd cohort". IMAGE also organized a Mentorship Session on "Product Market Fit and Design Thinking" by Shri Sridhar Mupiddi, Founder, PurpleTalk and YesGnome on 18th June 2021. Shri Mupiddi emphasized on the importance of validating the product in the right market early on so that they can develop the right product with market fit strategy to make it successful.

IMAGE organised an Investor Pitch Session for Aibridge ML Private Ltd with Sterling5, Inc, US. Aibridge ML pitched for an investment of US$1.5 million. The discussion with Streling5 is under process.

IMAGE also organised one-to-one session with Shri Ojas Vipat, VP, MPL for Gaming startups; two of the startups are in discussion with MPL for a business collaborationafter this session.

STPI-Chennai Presentation on FinBlue to IIT Madras & Ramco

Dr. Sanjay Tyagi, Director, STPI-Chennai Presented on FinBlue to Ramco Systems and IIT Madras for collaboration and deliberated on how this CoE will play a pivotal role in fostering tech startups focused on FinTech domain. During the discussion, Dr. Tyagi briefed on how the incubated startups at FinBlue have embarked on developing innovative solutions for various financial verticals and planning to launch in the global market through FinBlue Market Place. He further underlined the role of FinBlue Sand Box in empowering the startups to test their products in the live environment of various banking APIs.

WAVR 2021

Dr. Omkar Rai, DG, STPI addressed at the inaugural session of WAVR 2021 on 9th April 2021 as chief guest and shared his insightful thoughts on how VARCoE & IIT Bhubaneswar are playing a pivotal role in building a robust ecosystem for nurturing promising startups & building indigenous products in AR & VR. "We must develop emerging technologies so that we can build world-class products. Self-reliance is a continuous process, so we have to keep in mind the development of indigenous technologies to address the challenges of India and the world at large," cited Dr. Omkar Rai, , DG, STPI at WAVR 2021.

Webinar by IMAGE

STPI-Hyderabad conducted a webinar on 1st April 2021 for the startups of the IMAGE CoE by inviting Shri Gaurav Gupta, Co-founder & COO, Zomato to talk on "Startups: The Road to Unicorn" including the dignitaries such as Dr. Omkar Rai, Director General, STPI; Shri Jayesh Ranjan, Principal IT Secretary, Govt. of Telangana; Shri Shashi Reddy, Chief Mentor, IMAGE & VP (Engineering), Qualcomm; Shri CVD Ramaprasad, Director, STPI-Hyderabad and Shri Subodh Sachan, Director, STPI-HQ who shared their insightful thoughts. "STPI IMAGE has been roping in renowned industry leaders as mentors to ensure the startups must get the right guidance & mentoring to succeed in their endeavours," accentuated Dr. Omkar Rai, DG, STPI on this occasion.

Visit of Secretary, Ministry of Petroleum & Natural Gas to STPI-Bhubaneswar

Shri Tarun Kapoor, Secretary, Ministry of Petroleum & Natural Gas, Government of India visited STPI ELITE Building, Bhubaneswar on 5th April 2021. He visited the secondary Data Centre of Directorate General of Hydrocarbons (DGH), which is set up in the 5th floor of STPI ELITE Building for secondary data centre for the National Data Repository. He also visited the STPI facilities at STPI ELITE Building like Electropreneur Park & Fab Lab at 1st floor and STPI Tier III Data Centre on the 2nd floor.

During his visit, Shri. Manas Panda, Director STPI-Bhubaneswar briefed the recent initiatives undertaken by STPI in terms of CoEs and NGIS, which are providing a platform to the young innovators to translate their ideas into path-breaking products.
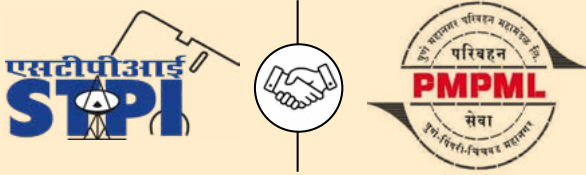
Shri.Shrikant Madhav Vaidya, Chairman, IOCL and Dr. C. Laxma Reddy, ADG, DGH were also accompanied with Secretary during his visit.

Launch of 3rd OCP of NEURON

NEURON
A CoE in Data Analytics, AI, IoT and AVG by STPI

The 3rd OCP of STPI NEURON was held on 22nd June 2021 virtually in the august presence of Chief Guest Shri Sibin C, Secretary-Cum-Director, IT & I&C, Govt of Punjab. For the first time, STPI initiated an Olympic-like torch rally called NEURON Torch across the directorates to further boost the participation of startups and innovators to generate awareness on the role of NEURON in fostering R&D, innovation, product development, and IP creation in AI, Data Analytics, AVG & IoT. Shri Rajneesh Agrawal, Director, STPI-Noida delivered the welcome address during the inaugural program. The event witnessed brilliant deliberations by leaders from government & industry.

STPI Signs MoU with PMPML

STPI signed an MoU with Pune Mahanagar Parivahan Mahamandal Ltd. (PMPML), Govt. of Maharashtra, in august presence of Dr. Omkar Rai, DG, STPI; Shri Sanjay Gupta, Director, STPI-Pune; Dr. Rajendra Jagtap, CMD, PMPML & Shri Subodh Sachan, Director, STPI-HQ to galvanise a synergistic collaboration for fostering startups incubated at MOTION to leverage the experience of PMPML in addressing the challenges of urban mobility by building ground-breaking solutions on 3rd April 2021.

"This partnership will create the much-needed testbed for the validation of ACES technology developed by the startups incubated at MOTION. The knowledge garnered through such partnership can also be leveraged by all stakeholders in ACES mobility space for developing innovative solutions," articulated Dr. Omkar Rai, DG, STPI. He further added, "STPI & PMPML can galvanise a synergistic relation to address the imminent challenges in urban mobility while creating path-breaking ACES mobility solutions."

Centres under STPI-Hyderabad Got Certified for QMS & ISMS

All centres under STPI-Hyderabad jurisdiction in Telangana & Andhra Pradesh (Hyderabad, Kakinada, Tirupati, Vijayawada, Visakhapatnam & Warangal) got certification for Quality Management System (QMS) - ISO 9001:2015 and Information Security Management System (ISMS) - ISO/IEC 27001:2013.

IoT OpenLab Organized Technical Session on AMI & Smart Meter

IoT OpenLab in collaboration with Arrow Electronics organized a technical session on Advanced Metering Infrastructure (AMI) & Smart Meter on 29thJune 2021 for startups in IoT domain. The session included an overview of AMI, its market size, and introduction to Smart Meter, block diagram and solution available in the market. The session also touched upon the role of IoT OpenLab in fostering startups in IoT domain by enabling a robust ecosystem for incubation & labs, mentoring, funding, market connect, and IPR facilitation.

MOTION: Technical & Business Mentoring Session for Onboarded Startups

MOTION is a domain specific state-of-the-art facility for start-ups working in Autonomous, Connected, Electric and Shared (ACES) Mobility at Pune. The CoE is having state-of-the-art incubation centre along with ACES Lab comprising opensource hardware platforms, motor control evaluation module, 3-phase sensor less BLDC development kit, electrical safety analyzer, oscilloscopes & accessories, thermal imaging camera, and 3D prototype printer. MOTION provides the necessary support like training, mentoring, marketing, access to funding resources, IPR/ patenting assistance and other requisite support to the startups working in this domain.

This CoE consists of excellent pool of industry mentors. MOTION has conducted two Open Challenge Programs (OCP) so far, for selecting and onboarding the startups working in ACES domain. Total 18 startups for MOTION have been onboarded till date. Startup engagement activities pertaining to this CoE are going on in full swing.

Total 33 technical & business mentoring sessions have been conducted for onboarded startups with Subject Matter and Industry Experts during April-June 2021. A session titled "Certification and Homologation in Automotive" was conducted on 5thJune 2021 by a senior representative from ARAI. Another important session titled "Demystifying Accounts, Taxation and Legal Challenges Faced by Startups" was conducted on 30th June 2021 by the experts. Various one-to-one technical & business mentoring sessions were conducted by the mentor pool of MOTION including Shri I. V. Rao, former R&D Head at Maruti Suzuki India Limited & senior visiting fellow at TERI and Shri Ashok Chandak, former Sr. Director, NXP Semiconductors & former Chairman, IESA.

Launch of NEURON Boot Camp

NEURON Boot Camp is designed to help turning ideas, passions, and solutions at various stages into functioning businesses. The first Boot Camp was designed to make startups understand the future issues & challenges and correctly diagnose their strengths & weakness.

Twelve onboarded startups of NEURON and five startups from MOTION participated to leverage NEURON Boot Camp Program held during 27th May 2021 - 27th August 2021.

The Boot Camp covered the key concepts of the Entrepreneurship and Lean Startup Methodology, further emphasised on effective market research technique, market segmentation & target customer, product designing & prototyping, pricing framework & business model, cost & expense management, capital financing, risk mitigation and people strategy.