Mysuru

The Next Happiest Home for IT / ITES, ESDM, Metaverse & GCCs

Karnataka Digital Economy Mission

#DoittheMysuruway

PROMOTED BY

GOVERNMENT OF KARNATAKA
DEPT. OF E, IT, Bt AND S&T

NASSCOM®

IESA INDIA ELECTRONICS & SEMICONDUCTOR ASSOCIATION
Taking India to ESDM Leadership

ASSOCHAM INDIA

Mysuru cluster

Karnataka Digital Economy Mission

- The Mysuru cluster comprises of 4 regions such as Mysuru, Mandya, Ramanagaram and Chamarajanagar.
- The anchor industries for the Mysuru cluster include Design Manufacturing (ESDM), Cybersecurity, Enterprise Services and Electronics System.
- The cluster is situated equidistantly from Kannur, Kozhikode and is situated 143 km from Bengaluru.
- Mysuru is the emerging hub for Electronics System Design Manufacturing (ESDM) industry.
- Emerging hub for Cyber Security, owing to the setting up of Cyber Security Centre of Excellence.
- Second largest software exporter in Karnataka.

TIER 2 AND TIER 2 CITIES AND THEIR UNTAPPED POTENTIAL

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01 Most of India's 5.4 million tech workers are in seven major cities.

02 Globally, companies are optimizing outcomes and costs in their operations.

03 Smaller towns produce 60% of India's graduates in engineering, arts and science.

04 Talent pool costs almost 25%-30% lower than those in mature locations

05 It is based on this that Mysuru was chosen as one of the clusters.

06 Around 30% of graduates from non-metro areas move to tier 1 cities for jobs.

07 Emerging tier 2 cities in India offer a promising balance for tech growth

08 11%-15% of India's tech talent resides in tier-2

09 Mysore is one of the 26 tier-2 cities emerging as the next wave of technology

MATCHING YOUR NEEDS – WHAT DOES MYSURU OFFER YOU...

Infrastructure & Ecosystem

Proximity to Bengaluru (~90 minutes)

9 SEZs

Upcoming Kochanahalli Industrial Area

Infosys, Wipro, Excel Soft, L&T Tech Services, Theorem etc.

Plug & Play and Support Infra: K-Tech Innovation Hub and Silicon Road VC

Policy Incentives / Offerings

Investment Subsidy

- Up to INR 3 cr. for IT Hubs / Clusters
- INR 2 cr. for Coworking spaces

Rental Reimbursement, Stamp Duty Exemption

- Up to INR 6 lakhs

PF / ESI Reimbursement, Power Tariff Concession, Patent Support (INR 2-10 lakhs)

Marketing Support (Up to INR 5 lakhs)

Quality Certification Incentives (Up to INR 6 lakhs)

R&D Support (Up to INR 1 Crore)

Single Window Clearance

Talent Pool

15+

renowned technical institutions

40,000

Engineering & Degree College students

IT Talent Available

37,000

BPM Talent Available

19,000

Application Development & Maintenance

19,000

KDEM enables access to leading institutions in Mysuru

Karnataka Digital Economy Mission

Karnataka State Open University

University of Mysuru

SDM Institute for Management Development

National Institute of Engineering

- **National Institute of Engineering** – UGC, AICTE, NBA approved | 35 Courses – B.Tech to PhD
- **Karnataka State Open University**
  – GoI partner for higher education | Training programs for AI & IoT
- **University of Mysore** – Innovation University | B.Sc., Data Science & AI
- **Shri Dharmasthala Manjunatheshwara Institute for Management Development**
  – Executive education
- **JSS Academy of Higher Education and Research** – MHRD Approved | NAAC A+

Mysuru Talent Landscape

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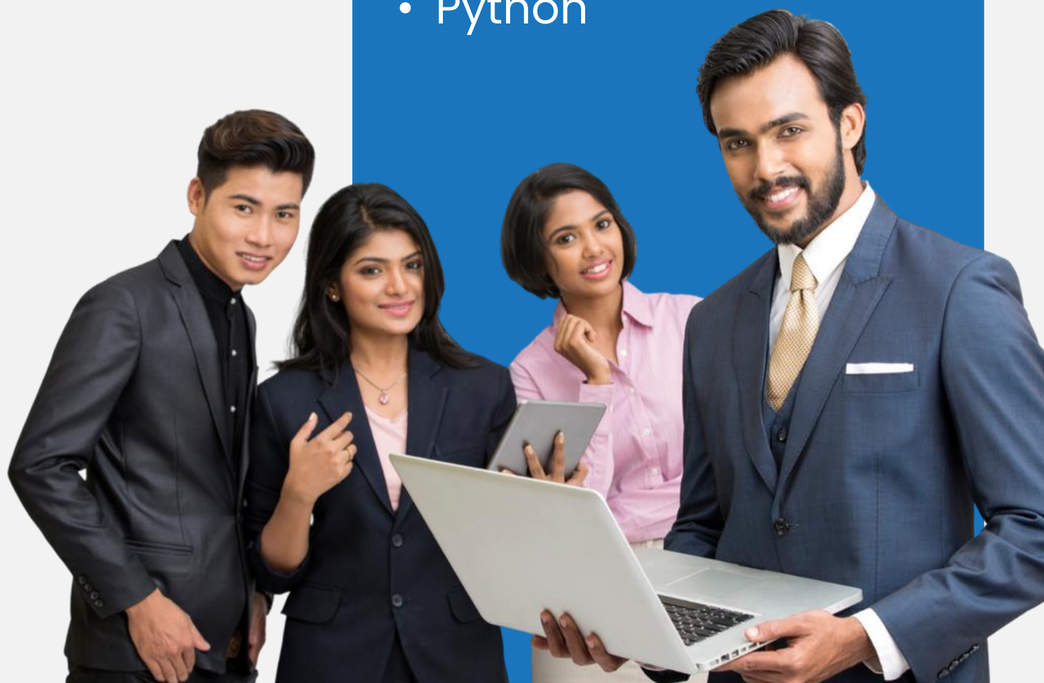
Information Technology	**11,000**	Quality Assurance & Testing and Information Management System together
Business Process Management	**8,000** **11,000**	Finance & Accounting HR & Knowledge Services together
Application Development & Maintenance (IT)	**19,000**	
Engineering R&D	**13,000**	Software Products

FRESHER SKILLS

- Data Structures with C & Advanced Java Programming,
- ASW
- Python



Karnataka Digital Economy Mission through its Beyond Bengaluru initiative invites applications for Future Digital Jobs in Mysuru Cluster - (Mysuru, Mandya, Channapatana and Ramanagar)

CALL FOR APPLICATIONS

#FUTUREDIGITALJOBS

THE PROGRAM AIMS AT PROVIDING JOB OPPORTUNITIES FOR FRESH ENGINEERING GRADUATES IN TIER 2 AND TIER 3 CITIES.

HOW IT WORKS

Give an assessment.
Get a letter of intent to hire, by the client.
Undergo 4-week free Launchpad training.
Get an offer of employment from reputed IT firms.

REGISTER NOW > https://karnatakadigital.in/futuredigitaljobs/

PROGRAM PARTNER: talenciaglobal

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KDEM TALENT INTERVENTION

FUTURE Digital Jobs

Infrastructure in Mysuru

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PLUG & PLAY OFFICE INFRASTRUCTURE

KDEM has **10,000 seats** available through a group of real estate providers. Of these, 4,000 seats are occupied

Gopalan Infrastructure is developing **1 million sq. ft.** (0.2 million sq. ft. construction complete and can be let-out in 6 months)

Global Technology Centre being developed in Mysuru with provision for 3,000 seats, covering an area of approximately 160,000 sq. ft.

SOCIAL INFRASTRUCTURE AT MYSURU CLUSTER

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Physical infrastructure

- ~90 mins connectivity to Bengaluru| 10 lanes highway connecting to Bengaluru
- Active domestic airport and upcoming international airport
- Railway junction with India-wide connectivity
- India’s first wi-fi enabled city

Hospital infrastructure

- 3500+ Hospital Beds
- Government Medical College, JSS Medical College
- World-class multi-specialty private hospitals- JSS, Apollo, Columbia Asia, Narayana Hrudalaya

- Hospitality: 4 & 5-Star Hotels | Best-in-Class Standards & Facilities
- 6 Malls (Central, Garuda, Forum etc.)
- Best in class schools
- Premium Residential Complexes | Villas & Apartments by Sobha, Brigade developers and others

ADVANTAGE MYSURU – CHEAPER THAN METRO CITIES

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Infrastructure lesser by

40%

- Plug & Play Model (On Lease/ Rent)
- Co-working Space

20%-25% Savings

Hiring Cost lesser by

10%

- Easier access to the talent pool
- Lower cost to hire
- Lower Attrition

Talent Cost lesser by

30%

- Similar talent @ lower cost

Benefit use-case

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Approximation of some reimbursements / subsidies that a company may avail under GoK's IT policy

Benefit under IT Policy

INCENTIVE		RATE OF REIMBURSEMENT (INR)	TOTAL (INR)
Rent Reimbursement	Area (sq. ft.): 10,000	10	1,00,000#
Quality Certification			150,000-200,000
Electricity subsidy			50,000-100,000
PF/ESIReimbursement*	Resources: 100	2,000	2,00,000
Patent cost			India: 200,000 International: 10,00,000

Rent reimbursement capped to INR 300,000
^ ISO certification cost is USD 3,000-5,000 (INR 225,000-375,000); reimbursement under policy capped to 50% of cost
* Maximum reimbursement INR 24,00,000 per company during policy period

INCUBATORS @ Mysuru

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The Mysuru region has a very vibrant eco-system that promotes entrepreneurship through incubation and innovation centres. Some of the prominent incubation centres are:

K-Tech Innovation Hub by Start-Up Karnataka

SJCE- Science and Technology Entrepreneurs Park, founded in 1985

Nutra-Phyto Incubation Centre & Common Instrumentation Facility, at the CSIR-Central Food Technological Research Institute, Mysuru

NIE Center for Innovation and Start-Up by the National Institute of Engineering, Mysuru

Vidyavardhaka College of Engineering Incubation Centre

Sparkle Cine foundation

Software Technology Parks of India, by Ministry of Electronics and Information Technology, Mysuru

MYSURU – THE HAPPIEST CITY HIGHLIGHTS

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Cultural Capita

of

Karnataka

‘Cleanest city’

Medium Category - SwachhSurvekshan Awards 2020)

Cosmopolitan

Multi-cultural & lingual

Future-Ready

Resilient Infrastructure & Promising as well as enabling policies

MYSURU cluster success stories

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Kidvento, founded in 2017, is an ed-tech company developing education products and programs for students and schools. It has raised more than $6Mn in Funding and employs 200+ people with a topline of $7Mn+ and a valuation of USD 50 Mn(FY 22-23).

Vidwath Innovative Solutions now employs more than 130+ people with a topline revenue of INR 23 Cr (FY 22-23) and is valued at INR 243 Cr.

Dvizira which is into Defense and Space Manufacturing is currently in the process of raising USD 7Mn at USD 35Mn valuation.

Gritbyte Labs, an emerging AR/VR startup, boasts a client portfolio of over 40, and in FY 22-23, it achieved a top-line revenue of INR 4 Cr(FY 22-23).

FAAB Invest is India's first Green investment platform which allows retail investors to get exposure to the agricultural sector by incorporating LLPs. It has an AUM of INR 4.2Cr+ with 9 LLPs created as of date.

BEYOND BENGALURU –MYSURU

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PRIMARY (FOCUS) SECTORS	Design Manufacturing (ESDM), Cybersecurity, Enterprise Services, Electronics System
ACCOMPLISHMENTS	240+ Startups ;8,000 in Finance & Accounting skills;11,000 HR & Knowledge Services; 11000 QA, Testing & IMS; 19,000 Application Development & Maintenance (IT); 13,000 Software Products
NOTABLE INVESTORS	Ascent Capital, Startup India, JITO Angel Network
NOTABLE START-UPS	Skanray, Sportiwe, S3V Vascular Technologies

INITIATIVES UNDERTAKEN BY KDEM IN THE HDB CLUSTER

- CLUSTER SEED FUND : INR 25 Cr
- The Mysuru cluster has been set up with a Beyond Bengaluru Cluster Seed Fund of INR 25 Cr
- Expected to invest in 15-20 startups under each cluster

- KARNATAKA ACCELERATION NETWORK
- SJCE-STEP is the identified accelerator from the Mysuru region to boost growth stage start-ups and help them scale up

- BEYOND BENGALURU STARTUP GRID
- KDEM has created a community of start-ups based off the Mysuru region and will facilitate access to investors, incubators and accelerators

- ELEVATE
- Idea2PoCGrant-In-Aid Scheme (ELEVATE)- a seed funding program that assists startups develop their ideas to prototype
- 721 startups have been supported under the program with a committed fund of ~INR 165.28 crore (across Karnataka)

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Thank You

PARTNERS IN PROGRESS

ASSOCHAM · Ideate · Innovate · Impact ·

IESA INDIA ELECTRONICS & SEMICONDUCTOR ASSOCIATION
India's ESDM Leadership and Knowledge Partner

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#startupindia

ANZ-INDIA Business Chamber | Beyond Brain | BHERUNDA FOUNDATION | CII Confederation of Indian Industry | ISAC | JSS SCIENCE AND TECHNOLOGY UNIVERSITY MYSURU | MIKRÓ GRAFEÍO Beyond Workspaces | SFAL K-Tech CoE for Fabless | MGIEP unesco Mahatma Gandhi Institute of Education for Peace and Sustainable Development

CREDAI MANGALORE | CYBERVERSE FOUNDATION SECURING THE DIGITAL UNIVERSE | CySeck K-Tech CoE for Cyber Security | EXCELSOFT | SJCE-STEP STEP | #Startup Payanam | TiE MYSURU FOSTERING ENTREPRENEURSHIP | VVCE

REACH US

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