



# Karavali Startup Programme 2024

"Silicon Beach of India"

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# Karavali Startup Programme 2024

## Background

The Karavali region of Karnataka is recognized as the state's second-best business destination, following Bengaluru. Known for its prestigious educational institutions, rich cultural heritage, and thriving industries in banking, hospitality and education, Mangalore and Udupi are emerging IT hubs. These coastal cities, referred to as the "**Silicon Beach of India**" offer a unique blend of charm, modern amenities, and growth prospects. Initiatives are underway to ignite the entrepreneurial spirit among the youth aiming to establish Karavali as a global leader in innovation and entrepreneurship. In this context AIC Nitte Incubation Centre in partnership with the Institution Innovation Council of Nitte Deemed to be University, proudly presents the Karavali Startup Programme. The programme is supported by Mangalore Refinery and Petrochemicals Limited and Yi Mangaluru.

## Objective

The Startup Karavali initiative seeks to foster innovation, economic growth, and job creation through the following objectives

- a) **Encouraging Entrepreneurship:** Inspire young individuals in the Udupi-Mangalore region by promoting innovative ideas and talents that can lead to future enterprises.
- b) **Promoting Innovation and Commercialization:** Transform business concepts into viable ventures to enhance the region's per capita income.
- c) **Supporting Regional Startups:** Offer guidance and resources to aspiring entrepreneurs while building a network of potential investors and professionals.

## Eligibility for Participation

- a) Individuals, students, research teams, and early or idea-stage startups with innovative concepts.
- b) Participants must be originally from the Karavali district interested in exploring entrepreneurial ventures.

## Registration and Submission Process

- a) **Registration:** Participants must register at [www.aicnitte.com](http://www.aicnitte.com).
- b) **Submissions:** Ideas may be submitted by individuals or teams (up to three members) from 12<sup>th</sup> September to 15<sup>th</sup> October 2024.
- c) **Selection Criteria:** Ideas must demonstrate technical and commercial feasibility, originality, and potential for economic or social impact.
- d) **Evaluation:** A panel of experts will review submissions to identify the most innovative ideas.

## Reward for Participants

Topic	Audience
Orientation Programme	All the participants
Boot Camp	The Top 100 shortlisted teams will be part of Four-day Boot Camp.
Pre-incubation Programme	The top 30 Shortlisted teams will be part of the Pre-incubation Programme.
Incubation Programme	The top 20 Shortlisted teams will be part of the Karavali Incubation Programme.
Seed Fund Support	Seed fund support of up to Rs.25 lacs will be provided to eligible incubated startups.

## Timeline

Event details	Timeline
Event Launch and Registration Open	12 <sup>th</sup> September, 2024
Registration Closes	15 <sup>th</sup> October, 2024
Announcement of top 100 Business Ideas	18 <sup>th</sup> October, 2024
Boot Camp for all the participants (4 sessions hybrid )	21 <sup>th</sup> , 28 <sup>th</sup> Oct, 4 <sup>th</sup> & 11 <sup>th</sup> Nov
Business Idea Conclave (presentation of the idea to the panel of experts)	14 <sup>th</sup> & 15 <sup>th</sup> November, 2024
Announcement of 30 teams for Pre-incubation	20 <sup>th</sup> November, 2024
Pre-incubation Programme (10 sessions online)	22 <sup>nd</sup> Nov – 23 <sup>rd</sup> Dec, 2024
Demo day -Presentation to a panel of experts	27 <sup>th</sup> December, 2024
Announcement of top 20 teams for Incubation Programme at AIC Nitte Incubation Programme	31 <sup>st</sup> December, 2024
Incubation Programme (Hybrid mode)	January 2025 - December 2025

# Karavali Startup Programme 2024

This Programme is tailored to engage and empower young individuals with entrepreneurial ambitions

For Registration



## Nitte University

Nitte (Deemed to be University), Mangaluru established in 2008 is recognized for its quality education and commitment to social values as envisioned by its Founder late Justice K S Hegde. It is accredited with Grade A+ by NAAC, ranked 66th in National Institutional Ranking Framework (NIRF) 2024 and placed in the Rank Band of 451-500 in the QS World University Rankings 2023, Asia region. The University has also been ranked 244th in the UI Green Metric World University Rankings 2023 and placed in the Rank Band of 301 400 in THE Impact Rankings 2023. It offers undergraduate, postgraduate and doctoral programs in the disciplines of engineering, management, architecture, medicine, dentistry, pharmaceutical sciences, physiotherapy, nursing, natural sciences, biological sciences, commerce and humanities.

## AIC Nitte Incubation Centre (Supported by NITI Aayog)

AIC Nitte is promoted jointly by the Nitte Education Trust and the NITI Aayog under the Atal Innovation Mission (AIM) of the Government of India. AIC Nitte aims to accelerate the entrepreneurial vision of the nation by fostering a start-up ecosystem that converts ideas into successful businesses led by capable and ambitious business leaders. The Centre accomplishes this vision by providing start-ups with valuable expertise and guidance, technological assistance, access to investors, access to markets, networks and industry connections, along with a whole host of other services. The AIC Nitte has distributed seed funds of up to 400 lacs to eligible start-ups under the Startup India Seed Fund Scheme.

## Mangalore Refinery and Petrochemicals Limited (MRPL)

Mangalore Refinery and Petrochemicals Limited (MRPL) is a Category 1 Miniratna Central Public Sector Enterprise (CPSE) under the Ministry of Petroleum & Natural Gas. MRPL is located in beautiful hilly terrain, north of Mangaluru city, in Dakshina Kannada District of Karnataka State (India). The 15.0MMTPA (Million Metric Ton per annum) Refinery has got a versatile design with complex secondary processing units and high flexibility to process Crudes of various APIs, delivering a variety of quality products.

## Canara Bank

Widely known for customer centricity, Canara Bank was founded by Shri Ammembal Subba Rao Pai, a great visionary and philanthropist, in July 1906, at Mangalore, then a small port town in Karnataka. The Bank has gone through the various phases of its growth trajectory over hundred years of its existence. Growth of Canara Bank was phenomenal, especially after nationalization in the year 1969, attaining the status of a national level player in terms of geographical reach and clientele segments. Eighties was characterized by business diversification for the Bank. In June 2006, the Bank completed a century of operation in the Indian banking industry.

## About Yi

"Empowering India's Future: Yi Mangaluru's Vision for Young Changemakers" highlights the pivotal role of India's youth in driving progress and innovation. The organization Young Indians (Yi) is dedicated to empowering young minds through leadership, entrepreneurship, and nation-building initiatives. Yi's mission is to create a platform for the next generation of changemakers, fostering leadership qualities and a spirit of entrepreneurship to build a stronger, self-sufficient India.

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