

# INVEST



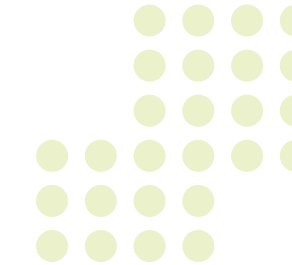
# KARNATAKA

# MONTHLY

DECEMBER 2020



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# LEADERSHIP

## Message



**Shri B.S. Yediyurappa**  
Hon'ble Chief Minister  
of Karnataka

“Over the years, Karnataka has been at the forefront of industrial growth in the country. I am proud to introduce ‘Invest Karnataka Monthly’, a monthly newsletter to aid all existing and potential investors. The launch of Invest Karnataka Monthly reflects the commitment of the state towards facilitating investments. I commend the efforts of the team and wish them all the best”.



**Shri Jagadish Shettar**  
Minister of Large and  
Medium Industries, GOK

“I am delighted for the launch of “Invest Karnataka Monthly” a monthly newsletter to support investment outreach in the state. The Government of Karnataka has introduced multiple outreach initiatives and the monthly newsletter is a feather in our cap. I hope the monthly newsletter will be a useful resource for all our investors and wish the team good luck”.



**Shri Gaurav Gupta**  
Principal Secretary,  
Dept of Industries and  
Commerce, GOK

“Karnataka has strived to foster an investor-friendly, transparent industrial ecosystem that has made the state the No 1 investment destination in the country. I am proud of the launch of Invest Karnataka Monthly which will not only aim to facilitate investors but also communicate all of the state's efforts to people across the globe. I am proud of our team and wish them all the very best”.



**Smt Gunjan Krishna**  
Commissioner, Dept of  
Industries and Commerce,  
GOK

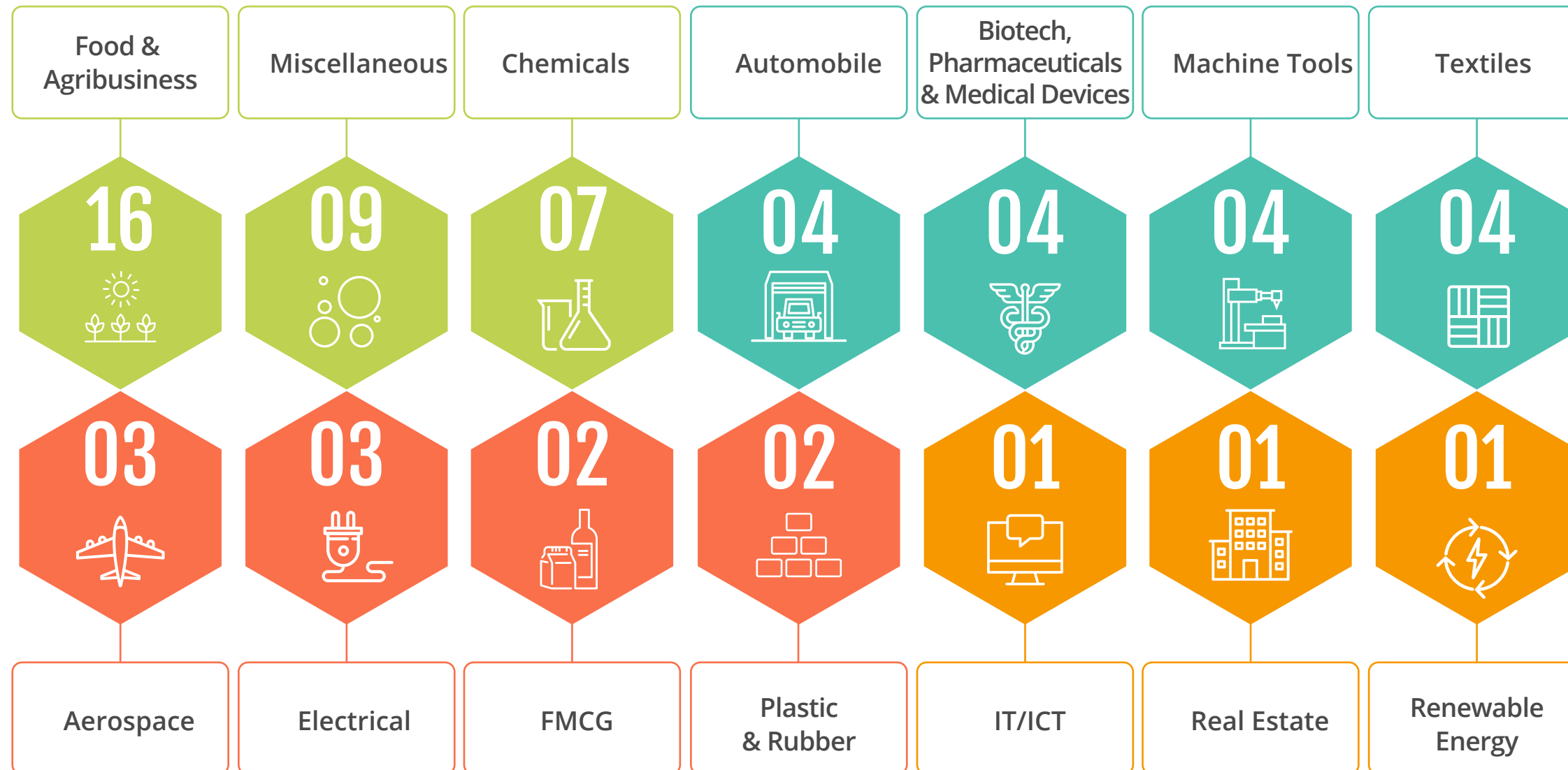
“Karnataka has introduced multiple initiatives to promote industrial growth in the state. The newsletter is an initiative through which we aim to reach out to our domestic and international investors. We aim to communicate the state's extensive policies, programs, and outreach initiatives that will help investors make informed decisions. We hope our investors find the newsletter helpful and continue to collaborate with us actively”.



**Shri H.M. Revanna Gowda**  
Managing Director,  
Karnataka Udyog Mitra

“At Karnataka Udyog Mitra, we strive to hand hold all our investors to the best of our abilities. I hope the Invest Karnataka Monthly newsletter helps all investors across sectors. This newsletter aims to facilitate industry partnerships and build a dynamic industrial environment in the state”.

# INVESTMENT Snapshot



Projects signed in the year 2020-21

## 2020 - 21

Karnataka  
**rank 2<sup>nd</sup>** at  
attracting highest  
FDI Equity Inflows

2019-20  
(Oct - Mar) ..... 30,746 (4,289)

2020-21  
(Apr- Jun) ..... 10,255 (1,350)

Cumulative Inflows  
(Oct, 19 - Jun, 20) ..... 41,001 (5,638)

**54** Number of MOU  
signed

**16** Number of MOU  
implemented



# Industrial LAND OPPORTUNITIES



## State public land available in acres

### Bengaluru Rural

Aerospace SEZ	33
Haralur	650
Adinarayana	25
Hosahalli	

### Belagavi

Kanagala	468
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### Ballari

Kudithini I Phase	401.36
Women	37.91
Entrepreneurs Park	
Steel Ancillary	431.42
Zone-Kuduthini	

### Bidar

Kolhar 2nd Phase	100
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### Chikkaballapura

Mastenahalli	250
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### Chamarajanagara

Badanakuppe	734.22
-Kellamballi	

### Dakshina Kannada

Canara	290
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### Davanagere

Sarathy Kurubarahalli	203
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### Dharwad

Mummigatti IA	200
Kotur-Bellur	423

### Hassan

Hassan Textile Zone	270
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### Haveri

Magod	55
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### Mysuru

Immavu	313.71
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### Ramanagara

Harohalli 4th Phase	169
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### Tumakuru

Tumkuru Machine	401.36
Tool Park	
Japanese Industrial Park	37.91
Sira 1st Phase	431.42

### Vijayapura

Mulawad	307
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### Yadgir

Kadechuru	100
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# INDUSTRIAL POLICY

## 2020 – 2025

Every five years, Government of Karnataka implements a set of industrial policies to ensure sustainable and inclusive industrial development through the State. Since the 2014 policy, major developments have taken place and opportunities have emerged. We have seen a massive leap especially in the areas of manufacturing and manufacturing-related service industries including smart manufacturing, customization, and collaborative production.

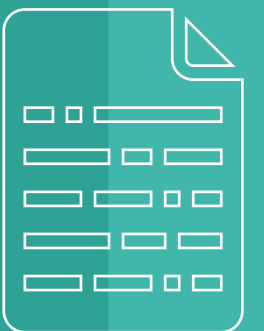
The vision of the new industrial policy is to exploit Karnataka's industrial prowess, create a business enabling environment, develop sustainable infrastructure and provide equitable opportunities for the people of the State. The policy aims to look beyond Bangalore and particularly focus on industrially backward

districts along with Tier-2 & Tier-3 cities to ensure inclusive development of investment through the State. In order to provide suitable incentives, the districts have been grouped into 3 zones - industrially backward districts are classified in zone1 and 2 and Bengaluru Urban and Rural districts are classified in Zone-3.

Through the policy, the state aims to emerge as a global leader in Advanced Manufacturing, Research & Development, and Innovation and to create an ecosystem for an inclusive, balanced and sustainable development of the State. Based on competitive strengths and potential for growth, the Policy has identified certain Focus sectors: Automobiles & Auto components, Pharmaceutical & Medical Devices, Engineering and Machine Tools, knowledge based industries, Logistics, Renewable Energy, Aerospace & Defence and Electric Vehicles.

### The main objectives of the Industrial Policy 2020-2025 are:

- Attract investments worth INR 5 Lakh crore in the next 5 year
- Create employment opportunities for 20 Lakh people
- Reach 3rd position in the country in terms of merchandise exports in the next five years
- Maintain an industrial growth rate of 10 p er cent per annum
- Provide an enabling ecosystem for technology adoption and innovation





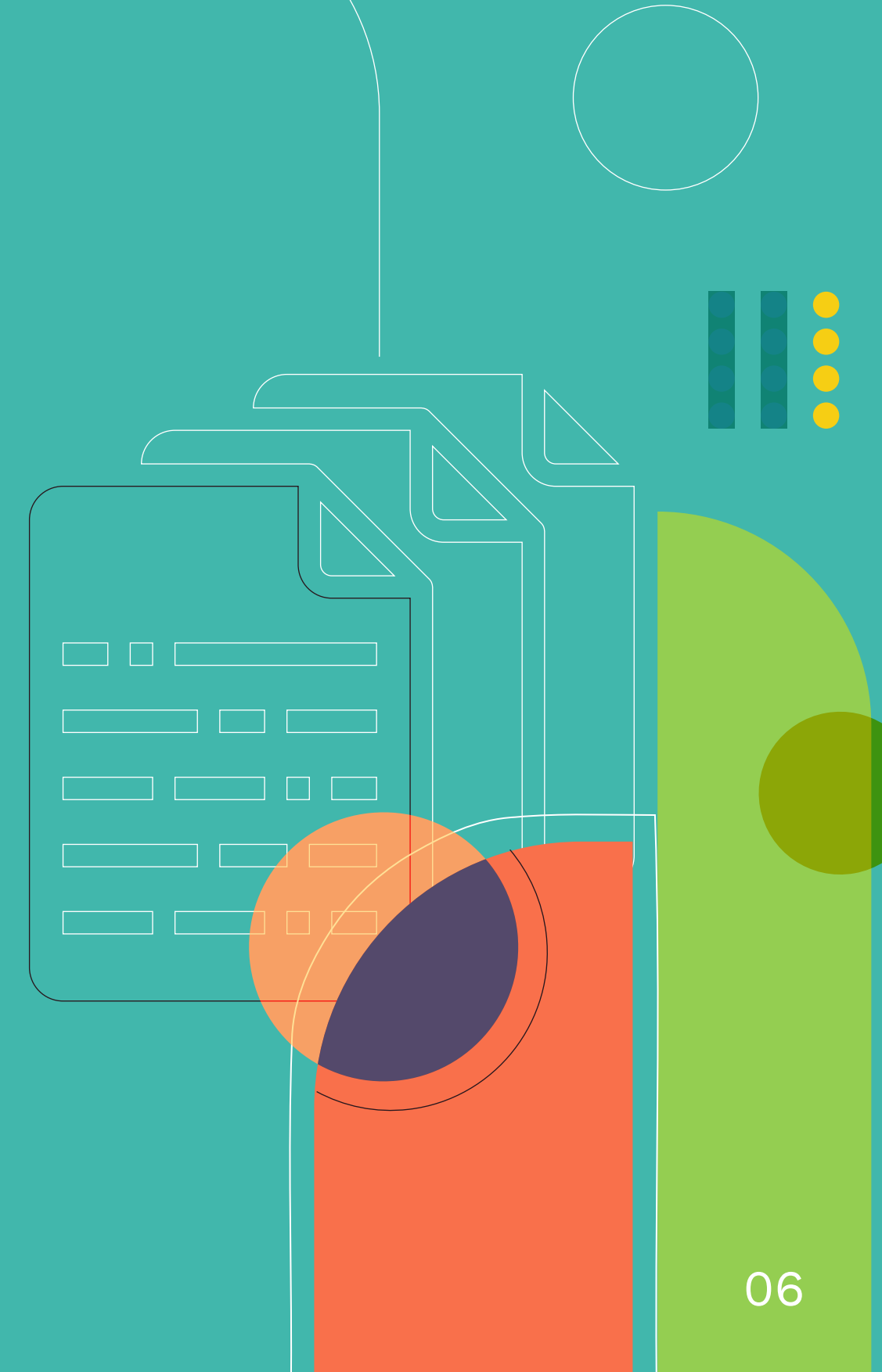
To emerge as a globally competitive state, Industry 4.0, Research & Development, Intellectual Property Rights (IPR), Technology Adoption & Innovation, Cluster Development Initiatives and Sustainable Industrialization have been recognized as the thrust areas.

In order to promote MSMEs, SARTHAK - a Centre of Excellence and an online technology platform is being established. The platform to provide easy access to raw material suppliers, quality control & certifications, and enhance access to credit. MSMEs will be provided infrastructure support – KIADB will earmark minimum 30% of allotted land in their industrial areas for MSMEs.

The platform aims to help MSMEs by providing Technology Up-gradation and Technical Support, Vendor Development and Facilitation, Marketing Support in Public Procurement, Skill Development & EDP, MSME Manufacturing Excellence Awards, Equity Funding and Incentives & Concessions.

Keeping in view the new opportunities post COVID 19 & to attract large investments across the sectors, the Policy has addressed many reforms especially in procurement of land, compliance of labour laws and offer attractive incentives and concessions.

For the first time in 70 years, the policy has introduced land reforms to aid acquisition and allotment of land across the state. To further help land acquisition and allotment, Karnataka Land Reforms Act, 1961 has been amended modifying provisions of Sec. 109. Encouraging establishment of private industrial parks like Integrated Industrial Parks, Sector Specific Parks, Logistics Parks and Flatted Factories by Private Developers, the policy is also leveraging development of Industrial Nodes under Chennai-Bengaluru Industrial Corridor and Bengaluru-Mumbai Economic Corridor. Industrial Area Development Authority of Karnataka will be constituted under the KIAD Act 1966 to perform statutory powers / functions of local body.



# INCENTIVES & SUBSIDIES:

## Industrial Policy 2020-25

For the first time in the country, Karnataka State has adopted a turnover based incentive system instead of tax based incentives to encourage production based performance for all industries. For Micro and Small Enterprises, 10% on turnover in each year for a period of 5 years and limited to 20-30% of VFA is provided. Industrially backward districts will get more incentives to attract investments so as to ensure balanced industrial development of the State.

For  
**Industrial Policy 2020-25**

[CLICK HERE](#)

- Exemption from Stamp Duty and Concessional Registration Charges
- Reimbursement of Land Conversion Fee
- Exemption from Tax on Electricity Tariff for MSMEs
- Power Subsidy for Micro & Small Enterprises
- Interest Subsidy on MSME Technology Up-gradation loans
- Incentives for Rain Water Harvesting and Waste Water Recycling
- Incentives for establishment of ETP / CETP
- Additional incentives to special category entrepreneurs viz., SC/ST, Women, Minority, Physically Challenged and Ex-Servicemen Enterprises
- Incentives for Export Oriented Units
- Investment Subsidy for Anchor Industries (minimum investment Rs 100 crores) in taluks lacking any major industries
- Investment Promotion subsidy based on turnover in the form of grant for Medium, Large and Mega Enterprises ranging from 1.75% -2.50% on turnover in each year for a period of 5-10 years and limited to 35- 60% of VFA.
- Incentives & Concessions for development of Private Industrial Parks
- Support to Research & Development and Industry 4.0

# INDUSTRIES FACILITATION Law 2020

In June 2020, Karnataka became one of the first states in India to pass a law on the amended Industry Facilitation Act (2002) to facilitate businesses to the state. The objective of the law is to simplify regulations and reduce procedural requirements to create conducive investment environment.

The law allows investors easy access by eliminating any statutory permission for the first three years. These permissions include approvals from multiple state laws, including trade license and building-plan approval, measures that would save time and cost for businesses that are looking to invest in the state.

Karnataka is the only state in the country that has passed this law to include micro, small, medium, and large industries. Currently, only Gujarat and Rajasthan are the two states in the

country that have amended the Act for only small scale industries. This historic decision was taken under the leadership of Chief Minister BS Yediyurappa to promote Ease of Doing Business and facilitate investors to enter the state.

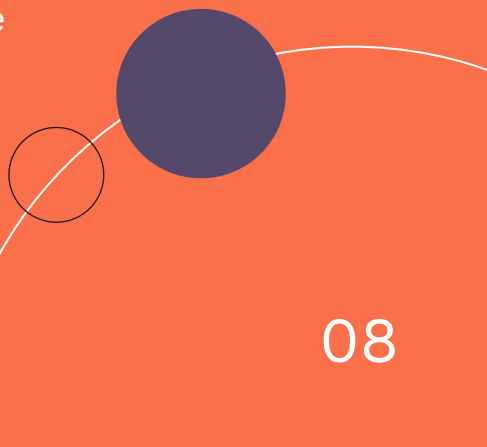
A Single High Level Clearance Committee (SHLCC) will examine and consider the proposals received from any interested investor that is to be set up in the state with an investment of rupees five hundred crores and above. A State Level Single Window Clearance Committee (SLSWCC) has also been constituted under the chairman ship of Minister in charge of major and medium industries to examine and consider proposal that are fifteen crore rupees and less. All proposals received with investment of upto fifteen crores will be examined by District level Single Window Clearance Committee.

Due to the ongoing pandemic, the global economy is witnessing a slow transition and will require a longer period to restore normalcy levels. In midst of this tough business environment, the state has amended the (Facilitation) Act, 2002 to create Karnataka Industries Facilitation Law 2020. This Act has been a long pending demand by the investors and will usher in investments to the state in coming days.

The law provides incentives such as single window for investors, simplified processes, regular consultation with Industry, with a stable policy-driven structure. The state has also simplified land and labor laws to promote Karnataka as an investment destination.

To read more:

[CLICK HERE](#)



# Sector Focus - AUTO and AUTO COMPONENTS

Karnataka is the fourth largest manufacturer of automobiles in India, accounting for 8.5% of the total national automobile output. The state is home to 5 auto specific clusters and 7 major auto OEMs with more than 50 auto component manufacturers. Karnataka's automobile output has registered CAGR 36.5% between 2012 and 2017. The state has a large local market with more than 14 million registered vehicles in the state.

With over 400 R&D centers across the state, the state provides a great tech and innovation environment. The state has also been ranked No 1 in India Innovation Index by Niti Aayog.



**Industrial Policy 2020-25 recognizes Auto & Auto Components as a focus sector**

**Multiple financial incentives announced in Karnataka's new Industrial Policy 2020-25 to create favourable cost economics for investors**

**Turnover Linked Subsidies**

**Investment Promotion Subsidy**

**Upto 2.25% of annual turnover**

For **6-10** years with a ceiling of **40-60%** Value of Fixed Assets

**Pre-Setup Charges**

**100%** reimbursement of land conversion free

**100%** reimbursement of stamp duty

**0.1%** concessional registration charges

**Capital Expenditure**

**\$1-1.5** Mn subsidy to anchor industries

**Highest subsidies benefits in Karnataka vs. other states**

**\$80 Mn**

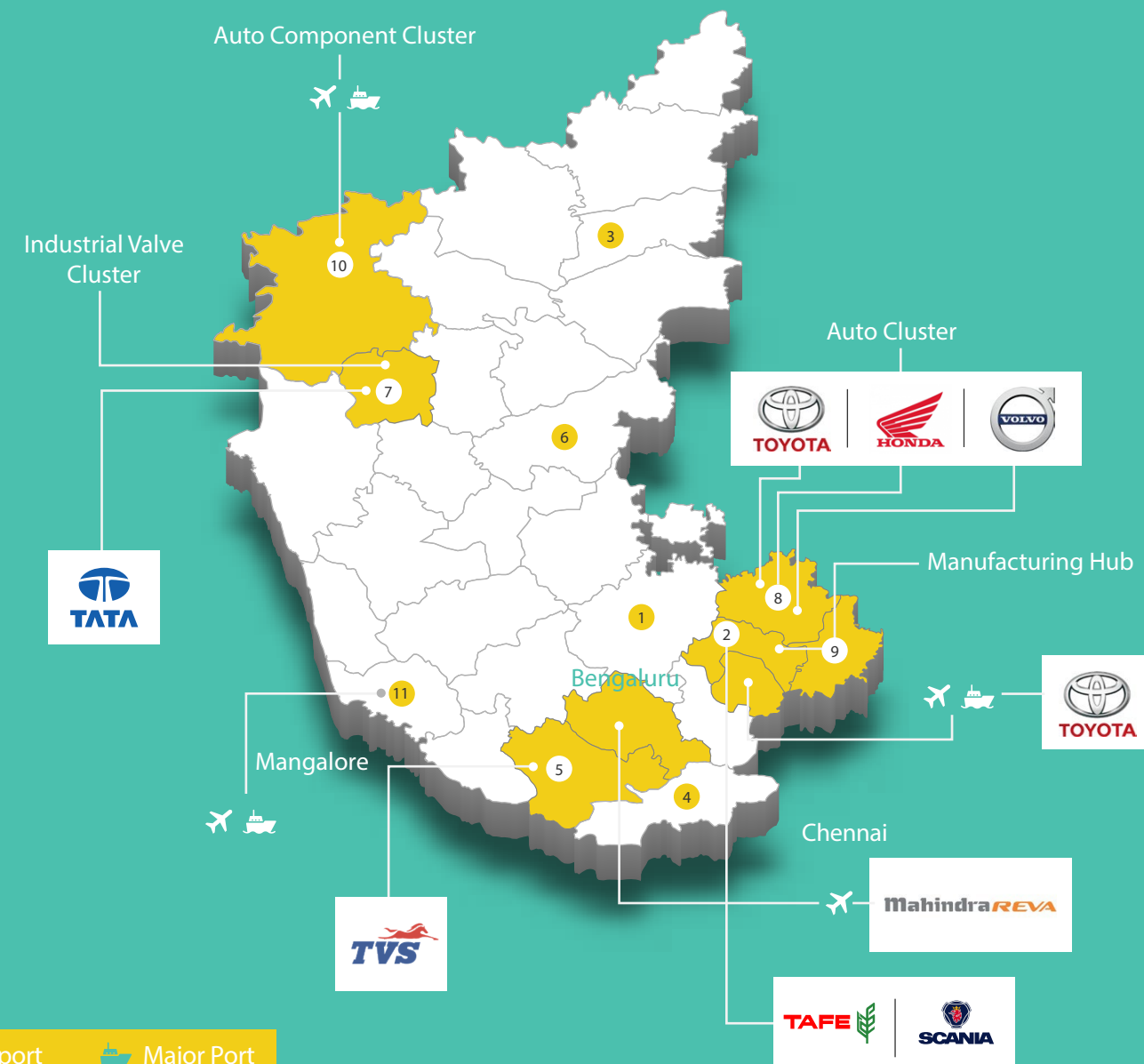
**NPV to investor** on investment of **\$500** Mn

**Additional incentives** can be considered for marquee projects



# Auto Clusters in KARNATAKA

Over 10,000 acres of industrial land available in & around auto manufacturing clusters in the state



## Major Developed Industrial Land Banks

1	Tumakuru	1,009 ac.
2	Bengaluru (Rural)	488 ac.
3	Yadgir	681 ac.
4	Chamrajanagar	805 ac.
5	Mysuru	457 ac.
6	Bellari	439 ac.
7	Dharwad	435 ac.
8	Chikkaballapura	293 ac.
9	Kolar	191 ac.
10	Belagavi	560 ac.
11	Dakshin Kannada	349 ac.



# Company Focus:



**Kamal Bali**  
President & Managing Director  
Volvo Group India

## 1. Could you give us a brief of Volvo's journey in Karnataka?

Volvo Group's journey in India is now over two decades strong, with its epicentre being Bengaluru and the state of Karnataka. Starting with just a small room as the company office in Hotel Ashok, we are today a team of 3,500+ people, 3 factories and multiple city offices in Bengaluru. This is in addition to our very successful JV, namely VE Commercial Vehicles, in partnership with Eicher Motors for over decade.

Karnataka also houses some of our most progressive customers when it comes to public transport which includes KSRTC and BMTC, who have been at the forefront of the change that Volvo Group brought in, on how India views public transport and bus travel. Not only our customers, Karnataka too has offered us a strong relationship with a range of stakeholders – academia, research, NGOs – together with who we are creating value and building innovative solutions for safety, sustainability and future transport arena. The government & authorities as well as all other

stakeholders in the state have always been accessible and forthcoming, making it a lot easier to address issues and plan our future – as we continue to grow our footprint in the country. This is also why we could set up our factory in a record period of 13 months from the day we laid the foundations stone to the launch of our first product in India.

## 2. How has Karnataka worked for Volvo as one of your business locations?

There are many good reasons as I have already enumerated several of them before. The vibrant pool of talented people with competencies across functions, the friendly people, great weather, a cosmopolitan living culture and a good eco-system of supply chain in and around the state have been the prime key attraction. The government & authorities are highly accessible. The ports are not far away – a key to our organization which banks upon global and local supply chain. Customers in Karnataka are also progressive – both in private sector as well as



BMTC and KSRTC. As I said, Bengaluru's cosmopolitan culture combined with a sound health and education infrastructure makes the city a highly attractive proposition for employees from all across. In general we see Karnataka state as progressive.

### 3. Tell us about the industrial ecosystem in Karnataka and how has Volvo been part of it?

A key support in Karnataka lies in the skilled people we have access to in the state and this is not only limited to the industrial system. We have one of the group's largest R&D set up as well as Group IT services establishments in Karnataka and the state offers some of the finest talent in these areas.

While we are in niche commercial vehicles segment, the state has had a strong bus building environment and we have enjoyed some good partnerships with these suppliers over the years.

Finally, I must once again mention that transport customers in Karnataka – have been our NO. 1 partner in the change we have brought about in public transport across India.

### 4. In the current geo political climate, what measures is Volvo taking in the area of manufacturing and digitalization?

Clearly, the pandemic has shown the world that it is more pragmatic and valuable to have contactless and virtual business processes, as much as possible. We too have seen that as well. There is suddenly more traction and propensity to look into digitization & automation. However, it will have to be a business decision which is sustainable into the future –and this could differ between large and small organizations and the kind of markets they serve. As Volvo Group, we have a clearly defined digital transformation strategy in place after engaging deeply with our customers. We are progressing with increased digitization in areas such as predictive maintenance, manufacturing execution system (MES), warehousing & logistics, and aftermarket vehicle care and support.

### 5. Karnataka has invested heavily in R&D and innovation facilities. Could you tell us the areas that have been helpful and areas the state can further focus on?

Looking into the future, we have built strong partnerships with institutes like IISC and CISTUP within IISC and are working with them on advanced transport engineering solutions. IISC is a center of excellence in AI and a partner such as them is highly valuable. With SITIS (Sweden-India Transport Innovation & Safety) platform now up running, that includes leading organizations such as Autoliv, Altair, Manipal Hospitals besides IISc – all located in the state of Karnataka.

SITIS is a collaboration of 13 stakeholders between India & Sweden across academia, research, authorities and the industry. SITIS we will deploy and see many emerging tools in AI, Machine learning, modern sensor & perception tools besides advanced connectivity – in order to find solutions for safer roads.

### 6. During the Covid lockdown, being an Auto giant, how did Volvo manage to sustain supply chains and maintain momentum?

It was indeed of great help that Karnataka facilitated the opening up of industrial operations post the

lockdown. We did experience starting issues as the supply chain is distributed across the country and the globe, but it was not too late before everything came into place and we are now operating close to normal. Of course, there are several new learning and the new ways of working. The Volvo Trucks and Construction Equipment businesses have already picked pace – thanks to renewed activity levels in mining, construction, road building. We now our running operations under strict Standard operating procedures and hope to meet our customer demands and be part of the rebound and gradual recovery of our economy.

**7. As you are aware, the state has categorized Industry 4.0 as one of the thrust areas in the new Industrial Policy. The state is focusing on skill development, digitalization, and social inclusion to enable a holistic development model. In the auto manufacturing sector, what factors can be focused on specifically?**

It is quite natural that one would expect Karnataka to take lead in the future technologies and that includes Industry 4.0. Karnataka's current initiatives to promote innovation, R&D and thrust on future industries are clearly an approach that is becoming of a progressive state.

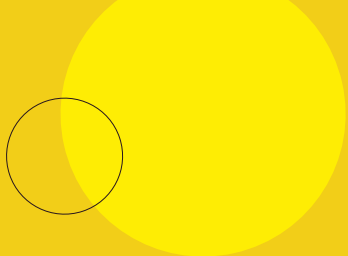
The need to adopt big data analytics, AI, robotics, 3D printing, cloud computing among other aspects of Industry 4.0 has become more pronounced for organizations which seek to build lean manufacturing coupled with a supply and delivery chain which is transparent, resilient and flexible. The need for this has been felt for some time, but a pandemic like Coronavirus has reinforced this and accelerated the need for implementation so as to integrate ourselves better and faster with global value chains. One thing for sure that Karnataka should focus on is to become a knowledge hub and facilitator for Industry 4.0 so that all players in the Industry can access knowledge, guidance and tools to move in the said direction. This ability can further be coupled by developing skill development centers in the technologies that are backbone to Industry 4.0. This will also serve a key need of upskilling the current workforce and skilling the future ones.

## 8. How do you envision the future of Volvo in Karnataka?

As Volvo Group, we have been serial investors in the country and state and we expect to continue to do so. Our aim is to be entwined with the progress of the nation which, for us, starts with Karnataka. This would mean:

1. Raising the scope and stature of our R&D outfit in Bengaluru to new levels within the Volvo Group, by delivering in new & future competency areas.
2. Being part of making the cities less congested through sustainable solutions in public transport, in partnership with our JV with Eicher.
3. Growth our truck manufacturing with our entry into the long-haul and express cargo segments through Volvo Trucks.
4. Be the employer of choice for the aspiring young talent, and become the hotbed of talent for Volvo Group globally. Bengaluru can play a big role.





## 1. Could you give us a brief of ACMA's journey in Karnataka?

The Automotive Component Manufacturers Association of India (ACMA) is the apex body representing the interest of the Indian Auto Component Industry. Its membership of over 800 manufacturers contributes more than eighty five per cent of the auto component industry's turnover in the organised sector.

In Karnataka, we have a significant presence of OEMs like Toyota, Volvo, TVS, Honda, Tata, TAFE, SCANIA and L & T Komatsu in the IC engine space and, Mahindra Reva and Ather in the EV space. This has led to the creation of a robust eco-system of Automotive manufacturing industry in the state.

ACMA set up its office in Bangalore in 2008 and represents a strong base of auto components

manufactures in the state. The industry area of Bidadi, Peenya and Narsapura, Mysore, Doddaballapur, Hoskote and Dharward are the main hubs of the Auto Component manufacturing in Karnataka. The Auto components industry also compliments the Defence and Aerospace manufacturing industry as Karnataka is also a hub for Aerospace sector.

The services of ACMA are primarily to develop and enhance the business opportunities of our members through Trade promotion and creating linkages for them with both domestic and international OEMs. ACMA actively represents the industry at the Central and state Govt and various Govt. body agencies for policy making. ACMA also plays a crucial role in enhancing overall competitiveness of auto components manufacturers through its renowned cluster programs and other skilling and training initiatives. ACMA also publishes knowledge reports on pertinent subjects of interest to the industry with regular periodicity.

## 2. Tell us about ACMA's various collaborations with the state and how it has helped your members.

The Govt. of Karnataka, especially the Commerce & Industries Department has been very proactive in its initiatives of industrial development and addressing concerns of the industry. It has included ACMA in many forums of Industrial Policy, EV policy and Industry 4.0 policy. ACMA has also been invited on the board of KVTSDC. The suggestions and inputs provided by ACMA and members have been well received by the State Government and included in the policies that are beneficial to the industry at large.

## 3. In the current geo political climate, what additional initiatives is ACMA taking up to help the auto manufacturing industry?

Having faced severe disruption due to outbreak of COVID, the industry has been working towards 'Deep localization' and the recent geo-political situation has only precipitated it. The auto and the auto component industry are working towards reducing their dependence on imports. Whilst localization is a long drawn agenda, to begin with, the industry is focusing on components for which both capability and capacity exist in the country. The OEMs are helping the industry in consolidating demand for such products which would help the domestic component industry in attaining scales and thereby match the price points of imported goods. That apart the industry is working very closely with the Government of India for mandating standards on products imported for sales in the aftermarket. Without adequate standards, the aftermarket suffers with significant imports of spurious and sub-standard parts.

Significant investments made by the State Government have made Bangalore the start-up capital of the world. Innovative solutions available with these start-ups is a great asset to any industry. In the Auto Components Industry we are actively

looking to engage with start-ups with expertise in the following domains: New age materials, xEV components and Artificial Intelligence

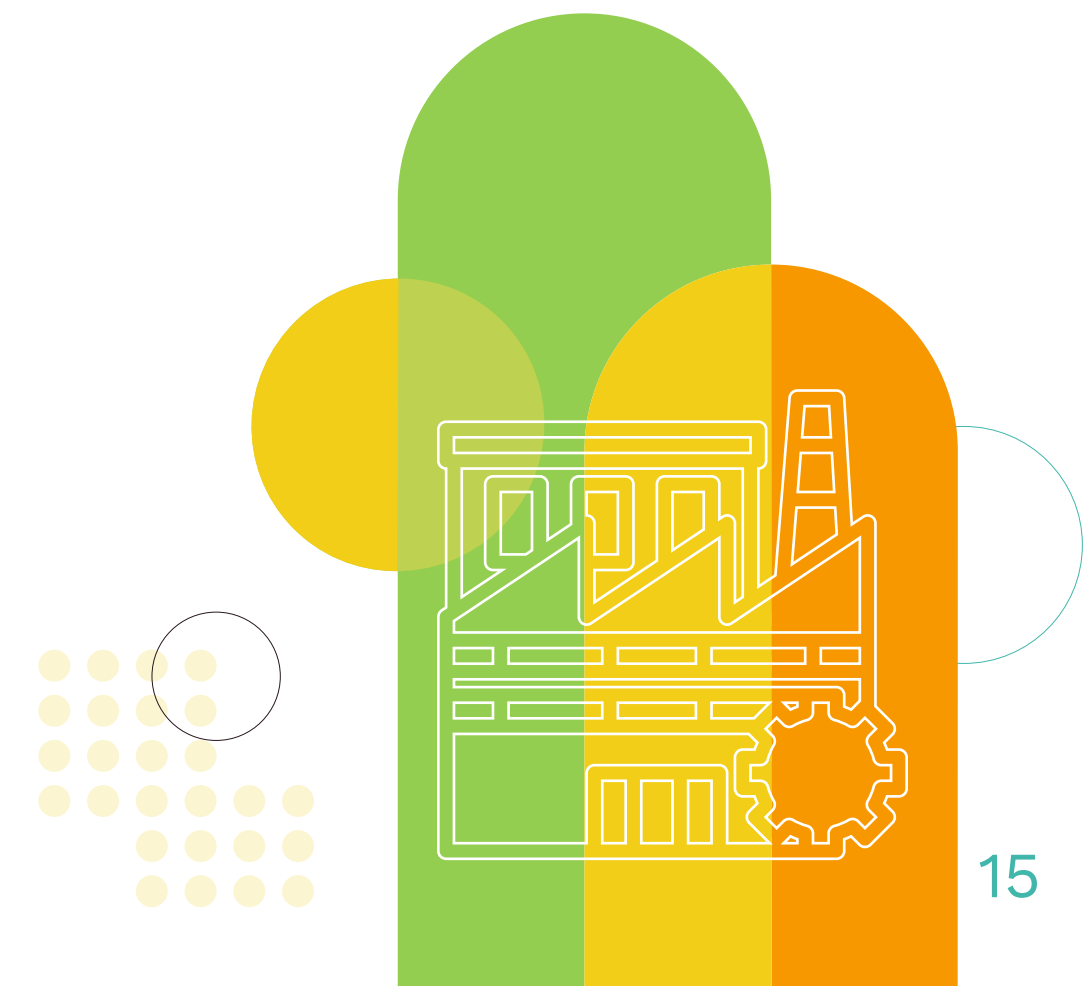
#### 4. How do you envision the future of ACMA in Karnataka?

Karnataka is the 4th Largest Economy in India, 1st in IT and ITeS Exports, 1st in India Innovation Index, 4th Largest Skilled Workforce, Highest Number of Engineering Colleges, ITIs and Polytechnics, Largest R&D Hub in the Country, known as the start-up capital, also a Pioneer in EV industry. Karnataka has a Policy-driven Ecosystem with the Government being very proactive and industry friendly. Karnataka is home to 400 of the fortune 500 companies. Its state policies are very progressive and encourage the industry to grow and perform better. This also helps in creating employment opportunities and therefore it is fair to say that Karnataka is favorite destination of the industry.

#### 5. Industry bodies such as ACMA are the backbone of Karnataka's

#### industrial ecosystem. How can the state further its collaboration and increase partnership with industry bodies?

The existing policies and guidelines of the Govt. are very progressive and industry friendly. The main challenge that all industries are facing now and in the coming years is that of Skill Development. This is an area where more collaboration is required. With changing times the labour laws have to be relooked into as well.



# WOMEN LEADERSHIP HUB



**Dr Latha Damle**  
Founder, Atrimed Biotech

## Could you give us a brief of Atrimed and your journey in Karnataka?

Atrimed Biotech is the company that I founded with the support and help of my mentors with a vision to revolutionize phytomolecule research. There are many companies that claim to do research but there is none who work at the level of cell signaling pathways, protein or ligand binding, molecular level of activity of plants like us. Atrimed Biotech is one of the rarest of rare companies which works with the plant chemistry, biology and cutting edge technology like bioinformatics. So, it is a unique company that we founded in 2016 and we have come a long way in past four years to the stage of creating therapeutic products for human use that have global acceptance. We are currently working in the field of developing anti-virals for SAARS CoV2, inflammation that concerns many auto-immune diseases like Psoriasis, Rheumatoid Arthritis etc, atherosclerosis, cancer biology, immune-modulation, anti-ageing etc

## Atrimed Biotech has been selected as one of the top 100 technology based startups. Tell us about the rationale of the company and your role.

I am the founder of Atrimed Biotech and lead the research team. Our basic rationale is to solve the unmet needs of human healthcare by developing highly effective and safe plant based products using advanced scientific technologies. We have broadly 3 teams, Bioinformatics that evaluates the activities of plant molecules against host of disease targets in silico, Biology team that works on microbiology, in vitro studies, molecular biology and Medicinal chemistry department that works with plant extraction, isolation and characterization. The advanced computational biology and computational chemistry techniques that we use for drug development are very unique. The extensive plant molecular library that we have is probably one of its kind in the world. This gives us an immense advantage in evaluating huge number of plants with untapped therapeutic potential. We have collaborated with various institutes of repute for in vivo studies to assess and establish the safety and toxicity of our products.



## As you know, the state has invested heavily on R&D and innovation facilities. Could you tell us about how Atrimed has benefited?

I would say Karnataka should be called the science and R&D hub of India because the whole eco system in Karnataka is science and research friendly. Government initiatives are extremely encouraging. We are benefitted directly and indirectly. Direct benefit is to have so many incubation centers like BBC, IBAB etc where you can get a bench space to start with as little as Rs.10,000/- and have access to high end labs at very reasonable price. We are fortunate to be incubated at Bangalore Bioinnovation Center, thanks to Karnataka Government and its initiative to support scientific growth. Indirectly we enormously benefit from having access to world class knowledge pool in having scientific institutes like NCBS, IISC, IBAB, C-camp, BBC etc. Another advantage is accessibility to suppliers for various R&D works like assay kits or equipments from all across the globe. You name it; we have their

representative here in Bangalore. This expedites and eases the work process significantly.

## What state partnerships, policies and programs has Atrimed found most useful?

The state partnership is of greatest help to us primarily. It is the state partnership with BBC that helped us to have our space and get access to excellent lab facility without which we could not have come this far. It has helped us to get access to various mentorship and training programs conducted by allied centers like KBITS, IISc, etc.

Secondly the Elevate program by the Government of Karnataka of which we were the winners of 2017, was a huge shot in the arm in our growth. This initiative provides financial assistance to 100 innovators every year. I doubt if any other state has such a program. It is also heartening to see the concerned ministers equally participate and support the progress of our innovation.

We were also fortunate to represent India at

Global-Bio twice, once at Philadelphia and then at Boston through the recommendation by the state government and BBC. In short, we have hugely benefitted from the state policies and programs towards research and innovation. Hope the encouragement continues to grow.

## As a woman leader in STEM, what are the steps we can take up to encourage more women to be part of the ecosystem?

Science and technology are the pillars of any economy. STEM is the driver for a robust economy. It's where innovation and creativity occurs. It is also the place where we can solve problems and make a difference in the world at large. Sadly, women are largely under-represented in the STEM field all over the globe and the scenario is not different in India. Representation is the key. We don't know Janaki Ammal or Lise Meitner as much as Einstein or Charles Darwin! We need to inculcate the habit of representing and highlighting impactful women contributors in STEM. For eg. Asima Chatterji, Dr. Aditi Pant or Gertrude



B Elion. It is welcoming gesture that our Government has chosen to name STEM chairs after 11 women scientists. This should be popularized across the educational institutions, through the curriculums. They should be represented in the board too. I am proud to say that our company boasts women directors and increased ratio of women scientists as employees. More group mentorships for women to stay and sustain in the field of STEM helps. Extensive scholarship program for women in STEM is desirable. Diverse possibilities of opportunities in STEM should be discussed at school and college levels. Scientific mindset should be developed at a very young age in the society. Progressive states like ours can surely be the pioneer in fostering women in the field of STEM. Personally, being a woman never hindered my presence or participation in the work. In fact, it has only helped in looking at the problem in a more balanced and holistic way. I believe that the team reflects the character of the leader. I strive to work towards improving the knowledge pool and foster an ecosystem that breeds thinking and inquisitive minds. I am equally fortunate to have teammates who breathe and live science!

## Were there any important mentors or influencers in your life that led you to your current position?

I owe my gratitude to all my teachers who instilled the scientific mindset. I Especially I thank Dr. Shibani Ganju, and my husband, Dr. Hrishikesh Damle both being doctors, researchers and entrepreneurs themselves, for mentoring my every step. I also thank my parents for nurturing me in a progressive, gender-unbiased environment.

## What advice would you give a young woman starting out in her career?

Any career to grow into the desired form that you dreamed of: needs 3Ps –Patience, Perseverance and Positivity. Being also a clinician, I see women easily neglecting their health over their ambitions or responsibilities. Importance of physical and mental health should be imbibed from the young age itself. Remember, only a healthy mind and body can think clearly.

It is also important to acquire trans-disciplinary knowledge needed in one's business. More you know, stronger you are. Knowledge has its significant advantage.

## What advice would you give a woman going into a leadership position for the first time?

Be more empathetic, focus on team work, and reduce stress and anxiety. Dream big. Don't just believe, don't just ask, try to find out the solutions.

Try to inspire and motivate. Women, by nature are known to balance multiple tasks. This should help to handle the crisis better

## What are the biggest challenges facing women leaders today?

In general, women are expected to fare better and more is expected from them. They need to be considered equal.

Like in any field one has to face general, societal gender stereotype expectations. However this is far better compared to yesteryears owing to increased

participation by women and a slow paradigm shift into progressive thinking in the society

## How do you envision the future of Atrimed in Karnataka?

Future looks extremely promising and bright. While I am telling this, we have been selected for Top 500 global start ups by Asia's deep tech start-up platform and we are on our way to win one in 100. We hope to establish multiple facilities and our own state of the art lab with manufacturing facility. We will also have distribution and marketing team in Karnataka. We hope to continue working and growing in the field of human healthcare creating more effective products than the average herbal products in the market. With the growing demand for natural products, our future looks very encouraging and favorable.





# KEY HIGHLIGHTS:

## Meeting with Consul-General and Deputy Consul-General of Japan in Bengaluru

Principal Secretary Gaurav Gupta and Commissioner Gunjan Krishna met with Consul-General of Japan in Bengaluru Sugita Akiko and Deputy Consul-General Katsumasa Maruo. The meeting was to discuss strengthening industrial ties between Karnataka and Japan.



## Launch of Resilient Karnataka Movie



The fight against the current pandemic has changed our lives in multiple ways. Karnataka's strong leadership has played a pivotal role in this global fight. During these tough times, Karnataka has shown strength to the world by supporting its well-established industrial ecosystem. By collaborating with businesses across sectors, the state worked towards making sure industrial supply chains were not disrupted during the Covid 19 lockdown.

In this context, Hon Jagadish Shettar, Minister for Large and Medium Scale Industries, Govt of Karnataka launched 'Resilient Karnataka', a movie on the efforts of the state and industry during the lockdown.

[Watch the movie here](#)







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# CONTACT

## Invest Karnataka



### Ms Gunjan Krishna

Commissioner,  
Dept of Industries and Commerce, GOK  
Phone: +91 80 2238 6796  
Email: commissioner@karnatakaindustry.gov.in

### Mr H.M. Revanna Gowda

Managing Director, Karnataka Udyog Mitra  
Ph: 91-80-2228 2392, 2228 5659; 2238 1232  
Email : md@kumbangalore.com