

## ISED Centre for Responsible Business advocates New Start up Strategies

The Department of Industrial Policy and Promotion, Government of India, has announced the addition of 'funding existing incubators in government recognized institutions or setting up new ones' to the list of purposes for which CSR spend can be used. The move will help upgrade the existing ones and create linkages for the start-ups. The insufficiency of incubation facilities in the country has been identified as a gap in the start-up ecosystem that, inter alia, helps in providing mentoring and access to networks and markets. The Union government envisages setting up 35 new incubators for which public sector funding to the extent of 80% is indicated. Another 35 incubators are expected to be established in the private sector, will receive 50% grant. There are already 68 incubators recognized by the Union Government. ISED sees this as a great opportunity for the State Governments to dovetail it with their start-up programmes encouraging the corporate entities within the States to pool their CSR spend for the benefit of the start-ups.

ISED has suggested to the Government of Kerala to evolve a Mission mode programme to facilitate and for effective pooling and to judiciously utilize these funds, in order that meaningful entrepreneurship exercises can be carried out. ISED has further suggested that the Government of Kerala initiates action to coordinate with the corporates in Kerala, commencing with the State and Central PSUs.

While concepts like start-ups are a fad for many government departments, there is need for a strategic thinking in government, says the Kerala Enterprise Development Report 2016. There is a serious misunderstanding relating to concept of start-up which the concept is pegged with engineering colleges and the Kerala Start-up Mission. Start up is a phase for strategic interventions by promotional agencies. It is not something meant for giving some doles to unemployed people, to be simply forgotten later. The Report advocates an integrated plan for promotion of healthy businesses in Kerala, where both the old programmes and the new economic development programmes should find their due places, according to the Report

