

'Start In UP' project: Four start-ups to get ₹5L each

TIMES NEWS NETWORK

Lucknow: As part of the 'Start In UP' programme under the state's start-up policy-2020, the policy implementation unit has approved marketing assistance of Rs 5 lakh each to four start-ups, including one that aims to use artificial intelligence for face recognition to provide safety for women and children.

Alok Kumar, additional chief secretary (IT and electronics), who heads of the unit, said that the funds would be released to the four start-ups over a period of a year to allow them to launch a 'minimum viable product' in the market.

The four start-ups, which have been granted approval, include G Systems of Prayagraj for farming, Enray Solutions LLP of Ghaziaabad for solar power, Bhurak Technologies of Saharanpur for a face recognition project and Matfusion Weld Pvt Ltd of Lucknow for a project in the bio-fuel sector.

Bhurak Technologies of Saharanpur has been founded by Kumar Satyam who has developed a prototype of artificial intelligence-based face recognition system mainly to ensure safety of children and women through facial recognition. G Systems, founded by Ashish

Kushwaha, aims to promote smart farming systems based on the Internet of Things (IoT) with machine learning-based sensors for automated irrigation and other farm-related activities.

Enray Solutions LLP founder Rishabh Bhardwaj has developed a prototype of a water-free automatic solar panel cleaning system to mitigate wastage of drinkable water. Matfusion Weld Pvt Ltd has been registered by Vivek Kumar which is working on the concept of converting waste cooking oil into biofuel. It has already entered into a 10-year contract for supplying biofuels to Indian Oil Corporation.

Kumar said that the objective of facilitation and incentives in the early stages of product development was to encourage innovators to stimulate commercialization of their inventions. He said that under the new start-up policy, seed capital in the form of marketing assistance up to Rs 5 lakh per start-up will be given to up to 10 start-ups per incubator per year to launch a minimum viable product in the market. "Under this provision, seed capital will be disbursed in milestone-based instalments in three tranches, 40% as advance and 30% in two instalments on completion of milestones," he said.