

U.P. Govt. approves Marketing Assistance to four startups under the new Startup Policy

- *Policy Implementation Unit headed by ACS, IT & Electronics has approved Marketing Assistance to four Startups across different sectors under new Startup policy-2020 of Uttar Pradesh*
- *Each of the four startups to get Rs. 5 Lakhs as marketing assistance to launch Minimum Viable Product in market*

Lucknow | January 21, 2021:

In a significant boost to 'Start In UP' programme under the new U.P. Startup Policy-2020, the Policy Implementation Unit (PIU) under the Chairmanship of Additional Chief Secretary, Shri Alok Kumar approved marketing assistance to four startups here today. Each of the four startups will get Rs. 5 Lakhs as marketing assistance over a period of one year to launch Minimum Viable Product in market.

The four startups that were granted approval for getting funds, included **G systems** of Prayagraj, **Enray solutions LLP** of Ghaziabad, **Bhurak Technologies** of Saharanpur and **Matfusion weld Pvt Ltd** of Lucknow in **farming, solar power, face recognition** and **bio-fuel** sectors respectively.

Emphasizing on the importance of support to startups through early stage funding for maturing their ideas, **Additional Chief Secretary, IT & Electronics** and **Chairman of PIU, Shri Alok Kumar** said that the objective of facilitation and incentives was to encourage innovators to stimulate commercialization of their inventions and to help in validating 'Proof of Concept'.

Shri Alok Kumar informed that under the new U.P. Startup Policy-2020, the seed capital is given in the form of Marketing Assistance upto Rs. 5 Lakhs per startup upto 10 startups per incubator per year to launch the Minimum Viable Product (MVP) in the market.

Under this provision, the seed capital is disbursed in milestone-based installments (e.g. 40% + 30% + 30%) in three tranches, the first being advance and remaining two on completing the milestones. On disbursement of first installment, Startups shall have to commit Key Performance Targets to the PIU on which they will be assessed before releasing the second and third installments of the grant.

G Systems has been founded by **Shri Ashish Kushwaha** of Prayagraj with the idea title of '*Farming for All*'. This startup aims to promote *smart farming system based on Internet of Things (IoT) with machine learning-based sensors for automated irrigation and other farm-related activities*. It has been mentored by GL Bajaj incubator.

Startups Approved for funding under U.P. Startup Policy

Smart farming system based on Internet of Things (IoT)



MR. Ashish
G systems
(Prayagraj)



MR. Rishabh, CEO
Enray solutions
(Ghaziabad)

Automated Water-free Solar Panel Cleaning System



Mr. Satyam Bhurak
Bhurak Technologies (Saharanpur)

Artificial Intelligence based Face Recognition System



Mr. Vivek Kumar, Founder
Matfusion weld
(Lucknow)

Waste Management and Bio-fuel

Enray solutions LLP founder **Shri Rishabh Bhardwaj** of Ghaziabad has developed a prototype of *water-free automatic solar panel cleaning system* to mitigate wastage of drinkable water. The startup has gone through incubation at Technology Business Incubator – KIET, Ghaziabad. **Shri Rishabh Bhardwaj said**, “We thank UP government for this incentive to our organization. Through this support we’ll be able to work at a greater pace towards our goal and it’ll help us contributing to the great cause of Atmanirbhar Bharat.”

Bhurak Technologies of Saharanpur has been founded by **Shri Kumar Satyam**. The startup has developed a prototype of *Artificial Intelligence (AI) based Face recognition System* mainly to ensure safety

of children and women through facial recognition. It has also been guided by Technology Business Incubator – KIET, Ghaziabad.

Matfusion weld Pvt. Ltd. has been registered as Startup at Lucknow by **Shri Vivek Kumar**. It is working under Amity University Incubator 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. **Shri Vivek Kumar** said, *“We are thankful to UP Government for the support and creating conducive atmosphere for startups in UP. We plan to generate about 100 jobs within next financial year.”*

It may be noted that **Startup Policy-2020 is applicable to startups across the sectors** and State government has allowed land allotment to startups and MSMEs under U.P. Defence & Aerospace Units & Employment Promotion policy as well. The **State government aims** to create ecosystem for 10,000 startups with minimum one incubator in each district of the State. So far, **23 incubators have been approved** to be set up in the state.

The PIU meeting was held through video link and attended by Managing Director, U.P. Electronics Corporation (UPLC) – Shri Rishirendra Kumar along with the senior officials of nodal agency-UPLC and founders of startups concerned as well as representatives of related incubators.
