



Department of Tourism
Government of Karnataka

PRESS RELEASE

Government of Karnataka launches the “Pitch to the Government” – hackathon aimed towards technology adoption from startups working in the Tourism sector

Bangalore, September 09, 2016: On the occasion of the World Tourism Day on the 27th of September 2016, the Department of Tourism in association with the Karnataka Startup Cell, KBITS, Department of IT and BT, Government of Karnataka is conducting an open challenge to crowd-source innovative solutions and products from startups working in the area of Tourism.

Bangalore is the only Indian city to figure in the top 15 startup ecosystems in the world and the State Government intends to use the vibrant startup environment to drive innovation through use of technology to find workable and scalable solutions to challenges faced in governance as well. The State Government announced India’s first multi sector startup policy last year and has since launched several initiatives to promote innovation-led entrepreneurship in the state.

Keeping with the tradition of being a pioneer in technology adoption, the State Government is inviting proposals from early stage startups to present their products / solutions for adoption and roll out in the Department of Tourism, Government of Karnataka.

Startups with products and applications that facilitate and promote Tourism may sign up and apply online at the Startup Karnataka portal @ <http://www.startup.karnataka.gov.in/events> . Last date for submission is 22nd September 2016. Preliminary screening shall be done and applicants shall be informed by the 23rd to be present for the “**Pitch to the Government**” event that will be conducted at 09.00 AM on 24th September 2016 at the Auditorium, BMTC office, BMTC Central Offices Building, 4th Floor, K.H. Road, Shanthinagar, Bangalore – 560027. The jury shall consist of eminent members of the startup ecosystem along with senior officials of Department of Tourism and IT & BT.

Top 3 startups shall be eligible for Government of Karnataka’s Idea2PoC funding under which financial support upto 50.00 Lakhs is extended to develop a product from inception stage. Winners shall have to register with Karnataka Startup Cell to be eligible for such funding. The winners shall deploy the solution in collaboration with the Department of Tourism with the



objective of greater inward Tourism promotion in the State. The funds shall be released over a period of one year in tranches based on business plan of the project and the progress made in supervision of Tourism Department. A MoA to that effect shall be signed between the Department and the Startup. Since the intent is to deploy the solution within a short period, priority will be given to startups with products which are at a fairly advanced stage of development. Government of Karnataka reserves the right to reject all / any entry based on quality of application and pitch.

The Karnataka startup cell at KBITS, Department of IT and BT is organizing this hackathon in association with NASSCOM and IAMAI.

About Tourism Department: The Tourism Department, Government of Karnataka, plays an active role and acts as a catalyst in placing Karnataka on the list of must-visit places in India through several policy formulation measures that cover Infrastructure development at tourism destinations, Skill development for better employment opportunities, Mega Circuit Development and Last mile connectivity. It also provides fiscal incentives that come from policy formulation like providing subsidies etc

About Department of IT and BT:

KBITS is a registered society under the Department of IT and BT that plays the role of facilitating synergic liaison between industry and the government. It is also the agency for implementation of the IT, BT, Electronics and Animation policies of the state. It is also the nodal agency for implementation of the Karnataka Startup Policy. The Startup cell at KBITS is the one stop shop to enable easy flow of information related to policy and assistance related to applying for incentives. It shall also enable Startups through its newly launched Booster Kit which is an ensemble of cloud infrastructure, software tools and other services like mentorship, legal advisory, accounting assistance, etc. through industry partners. The cell also acts as a single connect with Government departments where the Startup needs to implement pilots of their projects e.g. facilitate clinical research through coordination with Hospitals through the Health Department.

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