



MSME ki baat by Hemant Chutani

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Karnataka “Government First”: Kya Sarkar Aapke Startup Ka Pehla Customer Ban Sakti Hai? (Simple Guide)

Agar aapka ek naya startup ya MSME hai, toh sabse badi problem ye aati hai ki pehla bada customer (enterprise client) kahan se laayein. Bade tenders mein participate karne ke liye saalon ka turnover aur experience maanga jata hai, jisme chhote vyapari piche reh jaate hain. Isi gap ko bharne ke liye Karnataka government ne “**Government First**” initiative announce kiya hai — jiska seedha matlab hai ki sarkar khud aapke innovative product ki **pehli customer** ban sakti hai.^[1]

Zaroori Update (Status Check): “Government First” Karnataka Startup Policy 2025–2030 ka hissa hai, aur policy ko Cabinet ne **6 November 2025** ko approve kar diya hai.^[2] Lekin iska detailed **procurement framework** — jisme ek expert committee startup technologies ko evaluate karegi — abhi **Cabinet approval ka intezaar kar raha hai** aur poori tarah notify nahi hua hai.^[1] Isliye abhi tak koi official notified “direct purchase order limit” public domain mein nahi hai. Aage badhne se pehle latest status official portal par zaroor verify karein.

1. Scheme Overview & Fast Facts (Ek Nazar Mein)

Feature	Verified Detail
Initiative Name	“Government First” — government as an early customer / first buyer for startups ^[3]
Parent Policy	Karnataka Startup Policy 2025–2030 (Cabinet approved 6 Nov 2025) ^[2]
Policy Outlay	₹518.27 crore as per the Cabinet note ^[2] ; ₹570.68 crore as per the rollout announcement ^[4]
Policy Target	25,000 new startups by 2030, including 10,000 from Beyond Bengaluru clusters (Mysuru, Mangaluru, Hubballi-Dharwad, Kalaburagi) ^{[2][4]}
Procurement Status	Framework proposed, awaiting Cabinet clearance. An expert committee from academia, research bodies and industry is proposed to evaluate startup technology ^[1]

Implementing Body	Dept. of Electronics, IT, BT and S&T, Govt. of Karnataka, through Karnataka Innovation and Technology Society (KITS) ^[5]
Related Grant	ELEVATE — one-time grant up to ₹50 lakh; ELEVATE NxT for deeptech up to ₹1 crore under a ₹150 crore programme ^{[6][4]}

2. Is Initiative Mein Aapko Kya Fayda Mil Sakta Hai? (Key Benefits)

Sarkar ki soch ye hai ki chhote innovators ko bada order milne ka rasta aasan ho:

- **Sarkar Khud Pehli Customer:** IT-BT Minister Priyank Kharge ne public tor par kaha hai ki agar aapke paas government ki kisi problem ka solution hai, toh sarkar aapki pehli client banegi. Startups ko governance aur public service delivery ke liye secure sandbox environments mein government datasets par pilot karne ka mauka dene ki baat kahi gayi hai.^[3]
- **Tender Specs Se Alag Evaluation Route:** Proposed framework ka maqsad hi ye hai ki jo innovative products traditional tender categories mein fit nahi hote, unke liye ek alag technical evaluation route bane — kyunki normal procurement aksar prior contracts aur financial thresholds maangta hai.^[1]
- **MSE Ko EMD Aur Tender Fee Se Chhoot:** Ye “Government First” ka hissa nahi hai, balki alag central rule hai — Public Procurement Policy for Micro & Small Enterprises Order, 2012 ke tehat registered MSEs ko tender document fee aur Earnest Money Deposit (EMD) se exemption milti hai, aur CPSEs/Ministries ke liye 25% annual procurement MSEs se karne ka target hai.^[7]
- **Parallel Grant Support (ELEVATE):** Product banane ke liye paisa alag se mil sakta hai. ELEVATE ek non-dilutive, equity-free grant hai jo ₹50 lakh tak deta hai, aur ye 2017 se chal raha hai.^[6] Deeptech ke liye ELEVATE NxT mein ₹1 crore tak ka provision announce hua hai.^[4]

3. Eligibility & Taiyari (Kise Fayda Mil Sakta Hai?)

Kyunki public funds ka use hota hai, isliye documentation strong hona zaroori hai. Neeche di gayi registrations kisi bhi government route ke liye base requirement hain:

- **Udyam Registration:** MSME benefits aur MSE procurement exemptions lene ke liye aapka business [Udyam portal](#) par registered hona chahiye.^[7]
- **DPIIT Startup Recognition:** Startup-specific benefits ke liye [Startup India](#) par DPIIT recognition lein.
- **Startup Karnataka Registration:** Karnataka ke state benefits KITS ke through implement hote hain, isliye [startup.karnataka.gov.in](#) par apni profile banayein.^[5]
- **ELEVATE Ki Basic Eligibility (reference ke liye):** Startup Karnataka mein registered ho, incorporation ko 10 saal se kam huye hon, aur turnover limit ke andar ho — exact criteria har call ke saath change hote hain, isliye current call notification zaroor padhein.^[6]
- **Pilot-Ready Product:** “Government First” ka poora focus aise solutions par hai jo governance, citizen services ya public administration ki real problem solve karte hon — isliye ek working pilot ya proof-of-concept aapki sabse badi taakat hai.^[1]

4. Fayda Kaise Uthayein? (Step-by-Step Process)

- 1 Core Registrations Poori Karein:** Udyam MSME registration aur DPIIT Startup Recognition sabse pehle le lein.
- 2 Startup Karnataka Par Register Karein:** KITS portal par profile banayein aur apne product ki category select karein.^[5]
- 3 Grant Calls Track Karein:** ELEVATE ki calls saal mein announce hoti hain (2026 mein 25th call, applications 25 May 2026 se) — inhe miss na karein.^[6]
- 4 Department Ko Pitch Karein:** Jis state department (agriculture, municipal corporation, health, transport) ki problem aapka product solve karta hai, uske saath pilot ke liye baat karein.^[3]
- 5 Official Notification Ka Intezaar Aur Verification:** Procurement framework Cabinet approval ke baad hi formally lagu hoga. Koi bhi financial commitment karne se pehle [Dept. of Electronics, IT, BT and S&T](#) ki official notification check karein.^[1]

Sources & References (Verify Yourself)

Is document ke saare numbers aur claims neeche diye gaye public sources par based hain. Kripya khud bhi verify karein:

- 1** CXO Digital Pulse — “Karnataka Prepares Government First Framework for Startup Technology Procurement” (framework awaiting Cabinet approval; expert committee proposed): cxodigitalpulse.com
- 2** South First — “Karnataka cabinet approves Startup Policy 2025-2030” (approved 6 Nov 2025; ₹518.27 crore; 25,000 startups): thesouthfirst.com
- 3** Deccan Herald — “Karnataka to be first customer for deeptech startups with Government First policy” (Minister Priyank Kharge; sandbox pilots): deccanherald.com
- 4** YourStory — “Karnataka rolls out startup policy with Rs 571 Cr outlay” (ELEVATE NxT ₹150 crore, up to ₹1 crore per startup): yourstory.com
- 5** Startup Karnataka / KITS official portal (registration and state benefits): startup.karnataka.gov.in | Department portal: itbtst.karnataka.gov.in
- 6** ELEVATE programme details — 25th call, grants up to ₹50 lakh, four tracks (Entrepreneur India, May 2026): india.entrepreneur.com
- 7** Public Procurement Policy for Micro & Small Enterprises Order, 2012 — EMD / tender fee exemption and 25% procurement target (Ministry of MSME): msme.gov.in | udyamregistration.gov.in

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For any sort of issues or queries, or if you need any other assistance, feel free to message me. Don't forget to follow my Instagram page for regular updates!

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