

Small Towns Keen on Joining Startup Wave

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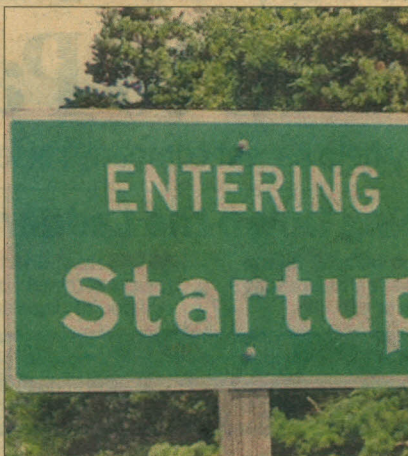
New Delhi: The Modi government's startup revolution is not just limited to bigger towns anymore and has reached smaller towns too, a trend seen from the applications for the startup Expo, organised by Lufthansa Airlines and The Indus Enterprise (TiE).

According to the findings about 20% of 34,000 applications for the expo has come from smaller towns like Chandigarh, Ludhiana, Ahmedabad, Hyderabad and states like Rajasthan and Kerala. This is the highest-ever participation from smaller towns in India, according to the German airline that is supporting the project.

Even as participation from smaller cities has grown, data shows that bigger cities like Delhi and China continue to be big contributors (see chart).

Both Lufthansa and TiE said that the focus of this startup expo was to reach out the interiors of India and give them representation.

It was a conscious decision to focus this startup expo is on smaller cities, women,



youth and startup companies that can bring social impact," Geetika Dayal, executive director, TiE Delhi-NCR, told ET.

Lufthansa echoed the view and added that the startup expo is aiming at providing opportunities to entrepreneurship abilities.

"There is a lot of entrepreneurship abilities even in smaller cities and towns in India but they rarely get a platform. With this initiative we are providing opportunity to them as well," Wolfgang Will, Director South Asia of Lufthansa told ET.

Startup Expo, which was conceived in October last year, is a day-long event to be held on April 23, 2016, and is expected to see participation from women entrepreneurs, social entrepreneurs, student entrepreneurs, service providers, technology and food entrepreneurs.

The Expo is likely to be attended by business experts, including Sanjeev Bikhchandani — Vice Chairman, Naukri.com, Deep Kalra - Founder and Group CEO, Make My Trip India Pvt Ltd, Alok Mittal - Founder, Indifi Technologies, OP Manchanda, CEO, Dr Lal Path Labs Pvt Ltd.

The expo is happening at a time, when the Narendra Modi government is supporting entrepreneurship in India with the Startup India drive. The expo also has the support of the Department of Industrial Policy and Promotion (DIPP), which is the nodal ministry for government's Startup India initiative.