

Govt gears up to hard sell India as investment hub for start-ups

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THE GOVERNMENT is preparing to launch a global campaign to hard sell India as attractive investment destination for start-ups and has invited proposals from creative agencies.

The campaign will be launched in global as well as domestic markets across the media - print, electronic and social.

"The objective of the campaign is to generate awareness about the investment opportunities and prospects of the country, start-up action plan and to promote India as a preferred investment destination for new entrepreneurs with innovative business ideas," said a DIPP notice inviting request for qualification-cum-request for proposal.

The Department of Industrial Policy and Promotion said it also intend to set up an interactive portal for this.

DIPP, which deals with foreign direct investment (FDI) and

related matters, is under the Commerce and Industry Ministry. Through its overseas media campaign, the department intends to project and showcase India as a favoured investment destination, especially for the new entrepreneurs bringing about new products and services through innovation and designs, it said.

"DIPP intends to release its campaign, portraying the strengths of and opportunities in the Indian start-up ecosystem and highlighting the changes brought by the implementation of start-up action Plan," the Department of Industrial Policy and Promotion added.

In January, Prime Minister Narendra Modi had unveiled a slew of incentives to boost start-up enterprises like offering a tax holiday and inspector raj-free regime for three years, capital gains tax exemption and Rs 10,000 crore corpus to fund them. A self-certification scheme was also announced recently in respect of nine labour and environment laws.