MEMBERS OF GESTA INTERACTED WITH DOZENS OF START-UPS TO EXPLORE THE SYNERGY

IT Cos eyeing tie-up with start-ups for innovation

Companies say start-ups can provide nimbleness necessary to adapt to change

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Ahmedabad: Information Technology (IT) companies in Gujarat are looking at investment and partnership opportunities with start-ups. Leading players say that reasonably grown up IT companies find it difficult to innovate fast and a partnership with start-ups will provide them the nimbleness. On the other hand start-ups will get much needed mentors, funds as well as access to experts and market.

Members of Gujarat Electronics & Software Industries Association (GESIA), which represents over 400 companies in the field of IT, ITeS and electronics sectors, on Wednesday interacted with dozens of start-ups in Ahmedabad to explore the synergy.

"Many local IT companies have grown fairly big and have operations in multiple countries. Their structure now is not conducive to innovate fast and adapt to changes. On the other hand there are many innovative start-ups, which are nimble and with a capacity to grow faster. Their coming together will be



a win-win scenario," said Vivek

Ogra, chairman of GESIA.

Local start-ups that made a pitch to the IT companies include Gridle, IndiaBizForSale, Wockito, CampusYaari, Don't Scratch Your Head and LegalWiz among others.

They feel that partnering with IT companies will give them much needed stability and assurance of going ahead with their projects. "Start-ups can get investors, mentors, access to experts and market

from these companies. Often large companies can act as a channel partner for start-ups considering their global networks," said Jatin Chaudhary, founder of eChai a community of local start-ups, which co-organised the event along with GESIA.

Players feel that such a platform can act as a platform linking large IT companies and start-ups to create symbiotic relationship. Abhishek Desai, whose company was

engaging entrepreneurial programs

TiE Ahmedabad: They are reaching out and

fostering the next generation of entrepreneurs.

eChai: Ventures conceptualises and organises

Start-up ecosystem in A'bad

Headstart: It facilitates entrepreneurial learning, marketing insights & peer mentoring

CII-GKAFC: It leverages in-house and networked expertise to provide an in-depth insights & corroboration.

CIIE - IIM Ahmedabad: CIIE engages with ventures across technology

iCreate: The primary goal of the centre is to create a large quantity of quality entrepreneurs.

earlier acquired by Dev IT Ltd told DNA that while start-ups may be offering services or products, there may not be adequate awareness among local companies. "The matchmaking can help large companies avail competitive services locally compared to costly services from abroad." said Desai.

The start-up ecosystem is lacking the dynamism existent in start-up hubs like Bengaluru, Hyderabad, Mumbai, NCR and Pune.