



JANASANYOG, ASSAM
CHIEF MINISTER'S PUBLIC RELATIONS CELL, DISPUR

PRESS RELEASE

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CM attends 'Udyam Assam'

CM calls for innovation to add value to traditional products

Dispur, June 7: Chief Minister Sarbananda Sonowal called for innovation to add value to the traditional products of the State to capture global market. The Chief Minister made this call while taking part as chief guest at "Udyam Assam – celebrating success, supporting Startup dreams", a celebratory event commemorating the success of Assam Startup – The Nest at Ambari in Guwahati today.

Noteworthy that Assam Startup – The Nest under the aegis of Industry and Commerce Department of the State Government, in the first year of its foundation has incubated 75 Startups. These Startups with turnover of around 11 crore have generated 1690 direct and over 40 thousand indirect employments so far.

Speaking on the occasion, Chief Minister Sonowal said, "The 21st century is a technology driven society. With technology dominating everyday life, people's choices are changing. Therefore, to draw their attention and capturing world market, there is an urgent need to be innovative. The young entrepreneurs should therefore focus on incorporating innovative ideas with traditional products to give added value to them".

Underlining the uniqueness of traditional textiles, bell metal products etc. of the State, the Chief Minister said that these products have all the ingredients to draw people's attention. However, in view of changing consumer behaviour, there is a need to be more innovative and IT enabled services would help in giving marketing advantage to these products, he added.

The Chief Minister said that initiatives like Startup India, Skill India, Digital India and Make in India launched by Prime Minister Narendra Modi set the ball rolling for a level playing field for Indian entrepreneurs in global platform. He also observed that these programmes have started to deliver results now with Indian Startups making strong presence in global market.

Stating the latest success of the entrepreneurs as a strong testimony of innovative ideas of youth of the State, the Chief Minister urged the young generation to come up with more innovation to position Assam more visibly in global market. He also viewed that achievement made by the young entrepreneurs would encourage the youth in the State to take up Startup as a career. The Chief Minister also appreciated efforts of the Industry and Commerce Department to transform the centre into a front ranking Startup initiative.

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Chief Minister Sonowal on the occasion handed over cheques of first installment of financial grants to 31 Startups incubated by the centre under the My Assam Startup ID. He also released the first edition of coffee table book 'Assam Trailblazers', which relates about the journey of Assam Startup along with the successful startup stories. Besides, Sonowal launched a new initiative titled 'Udyam - Youth Entrepreneurship programme' for the homecoming migrant workers.

Assam Industry & Commerce Minister Chandra Mohan Patowary while speaking on the occasion said that Assam Startup – The Nest was a dream project to handholding young entrepreneurs to cope up with the changing trends in global business market. He said that the State Government in 2017 made its vision clear by setting up Assam Skill Development Department under which Assam Skill Development Mission is being implemented to enhance skill of the youth and rekindle them with innovative ideas.

The Industry Minister further said that the 21st century is the age of artificial intelligence. Today everything is connected with information technology and the world is taking a turn towards Internet of Things (IOT), Internet of Everything (IOET) and Startups, he said. Further undrlining the importance of enhancing skills of the youth, he said that people today do not have time to compromise with quality and production and hence augmentation of skill is the only alternative left to catch up with the changing trends.

As part of the event, Assam Startup – The Nest signed MoUs with 'The IndUS Entrepreneurs' (TiE), a Silicon Valley non-profit organization and Bangalore based Sangam Ventures, a seed and early stage venture fund that invests to improve access to sustainable energy and resource productivity solutions.

While Dr. KK Dwivedi, Commissioner & Secretary to the Industry and Commerce Department delivered the welcome address, Pranjal Konwar, Chief Operating Officer of Assam Startup gave a brief presentation on the journey of the Nest. On the occasion, incubatees of Assam Startup including Automovill, Parking Rhino, Brahmaputra Fables, Let's Learn Together, Esah Tea, Spokehub and Defence and Space Robotics Laboratory shared their success stories.

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