

# INVEST



# KARNATAKA

# MONTHLY

# JULY 2022



# CONTACT

## Ms. Gunjan Krishna

Commissioner,  
Dept of Industries and Commerce, GOK  
Phone: +91 80 2238 6796  
Email: commissioner@karnatakaindustry.gov.in

## Mr. Doddabasavaraju

Managing Director, Karnataka Udyog Mitra  
Ph: 91-80-2228 2392,  
2228 5659; 2238 1232  
Email : md@kumbangalore.com

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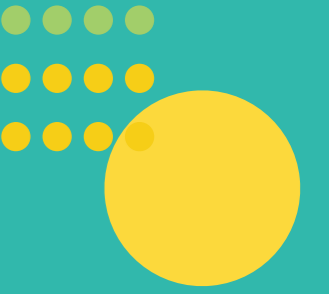


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61 industrial projects worth Rs 3,829.46 cr that would generate job opportunities for over 19,510 was approved by the 133rd State Level Single Window Clearance Committee (SLSWCC) meeting





**Arati Hiremath**  
Founder of Artikrafts

## Professional Journey

I began my professional journey in 1991 by starting a small business out of passion rather than ambition. When I saw KASUTI as a languishing craft that needed to be revived, I started ordering clothes, gradually building an inventory of Sarees and Dupattas. By 2003, I had become a renowned name with a registered company and a diverse catalogue of products. Starting with just 2 artisans and a couple of orders, today we have managed to transform the business into a strong base of 200 artisans.

## Company and leadership focus

### My Company

ARTIKRAFTS is a registered small scale industry and also the holder of Udyami from MSME. We mainly focus on the art of KASUTI embroidery - a folk style native to Karnataka. We are known for a variety of ladies apparel, ethnic wear for men, home décor, accessories and even children's wear. We accept job work orders from multiple avenues such as Facebook, Instagram, Itokri.com, jaypore.com and larger stores like Fab India and Reliance Retail Ltd.

Besides manufacturing, we also train women in need and

assure them work throughout the year by providing them with sewing machines and the option to work from the comfortable confines of their homes. As a result, women view **ARTIKRAFTS** as a source of stable income. Artisans also receive benefits from being registered under the DC - Handicrafts and Textiles Department, Government of India. We also provide support to fashion designing students with surveys, internships and online classes.

### As A Woman Entrepreneur

As a woman entrepreneur, my area of business has worked in

# Company and leadership focus

my favour. I naturally relate to my clientele, and follow trends with a keen sense of what will work, and what won't. The other advantage is that all my artisans are women. I share a great rapport with them, and I am also their counsellor and guide for professional issues.

## Hurdles

As an entrepreneur I have had to face hurdles such as lack of working capital & lack of facilities due to absence of NGO status

## Recommendations

A problem that every woman entrepreneur faces is the lack

of finance and marketing networks. Many governmental organisations and other NGOs are involved in the process of raising awareness of existing programmes. Local marketing platforms are particularly crucial in boosting small businesses and cottage industries that cannot be overlooked. By giving importance to our traditional arts and crafts, we can ensure vocal for local is a pivotal aspect of our economy.

## Advice

Choose your path carefully.  
The core of the business is the product. You must be passionate

about it. Study, research, work out the finances, plan before you start a business. Sustainability should be your mantra.

- There is no alternative to hard work.
- Learn about Taxes and Registration as knowledge is the base for any successful business
- And don't expect special privileges because you are a woman. You want equality, then consider yourself equal.

A delegation led by South Korean Ambassador to India Hon'ble Chang Jae-Bok met Hon'ble Chief Minister Basavaraj Bommai and Hon'ble Minister for Large and Medium Industries Murugesh R. Nirani and discussed ways to strengthen economic and cultural partnership between Korea and Karnataka.



**Karnataka emerged as the top achiever under DPIIT's Ease of Doing Business Rankings - 2020. Ease of Doing Business is always a priority for Karnataka, and the ranking is a testament to the state's business conducive environment, transparent services, and user-friendly, digitised processes.**

    
Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

DPIIT State's Startup Ranking - 2021

**BEST PERFORMER**



**Government of Karnataka**  
Department of Electronics, IT, Bt, and S&T



**#BuildForTheWorld**

Karnataka emerges as a **"Top Achiever"**  
under DPIIT's Ease of Doing Business  
- **SBRAP 2020 rankings!**

Source: <https://eodb.dpiit.gov.in/>

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Smt Gunjan Krishna, Commissioner for Industrial Development and Director, Department of Industries & Commerce attended the Green Vehicle Expo at the Bangalore International Exhibition Center. The event was held between July 1-3 and showcased advancements in sustainable mobility solutions.



**Petronas Hydrogen has committed to invest Rs 31,200 cr to set up a renewable energy plant in Mangaluru which will help generate more than 3,000 jobs.**



**Continental Automotive signs MoU to invest 1,000 cr in R&D and provide employment to more than 6,000 people.**

