

INVEST



KARNATAKA

MONTHLY
WOMEN'S DAY
SPECIAL

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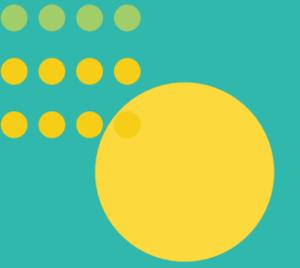


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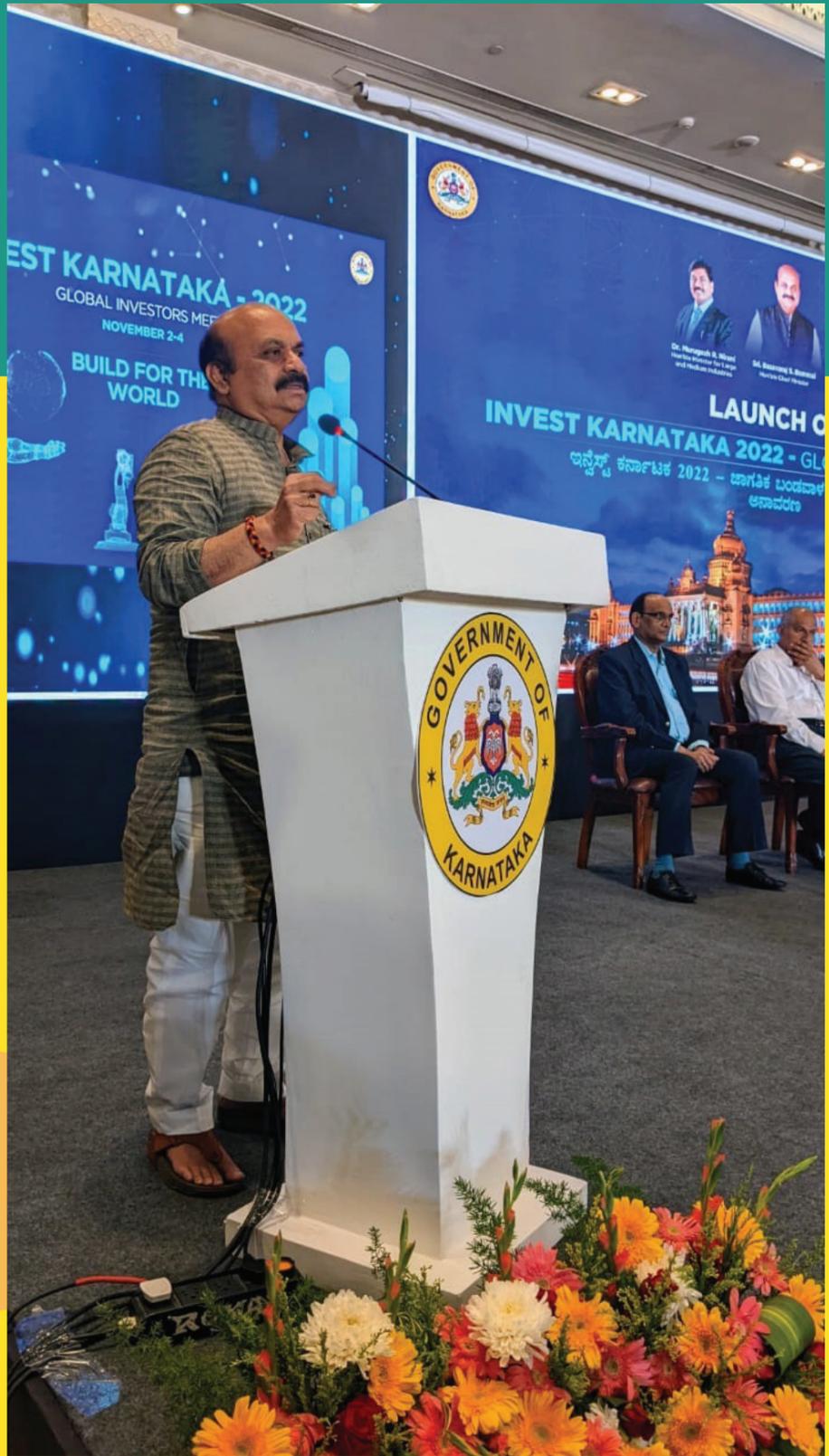
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The Hon'ble CM Of Karnataka Announced the Launch of Invest Karnataka 2022 Global Investors Meet



The Govt. of Karnataka announced the theme 'Build For The World' for the upcoming landmark event '**Global Investors Meet - Invest Karnataka 2022**' which will be held from **November 2 to 4, 2022** at the Bangalore Palace. The new identity combines Invest Karnataka's two biggest strengths - technology and people!







Chayaa Nanjappa
Founder of Nectar Fresh
and Naman

Give us a brief of your professional journey.

I am the founder of the brand “Nectar Fresh” and “Naman”. I set up Nectar Fresh when I was at the lowest phase of my life. I had no mentor or guidance or experience in the field. Nectar Fresh is a Khadi & Village Industries Board backed rural enterprise that has been empowering rural & tribal folk as well as small farmers. My understanding in agriculture, food processing, and marketing resulted in building a successful partnership with farm producers, food industry, and consumers.

A key stake holder in the system is also a pocket of tribal population engaging in honey collection. My commitment to learning micro details in the supply chain and allied sciences has helped

Company and leadership focus

power the business she established from a small start up to an internationally reputed unit presently. Nectar Fresh is a Khadi and Village Industries Board / Commission backed small scale unit and is currently one of the major buyers of tribal honey from the country.

We started the unique innovation in packing portion defined products in high quality packaging material and bottles to reclaim Indian presence in the market ousting the monopoly of international players for the past two decades. With the intention to provide additional income for small farmers Nectar Fresh has now diversified into agro based food products such as natural Jams, coffee, and locally grown super foods such as chia seeds, flax seeds, seed cocktail, apple cider vinegar, mother vinegar and high-quality spices. Nectar Fresh celebrates the synergy between nature, farmer’s, under educated rural folk and food industry to offer high nutrition quality processed food products in the market. We have been assisted in food technology process by the CSIR-Central Food Technological Research Institute,

Mysore, a premier national level food research institute, as well as the Indian Institute of Food Processing Technology, Tanjavur.

My new venture Naman will support more than two thousand tribal and rural artisans across the country. We are looking at creating a domestic and international market for these products with intensions to empower the tribal and rural population.

I have had the honor to be a member of the National Bee Board and I am also currently member of the executive committee of Indian Institute of Food Processing Technology. I was thrilled to win the CNBC Women Entrepreneur Award in 2014. I have also been privileged to chair the session ‘Inspiring Women’ at the World Hindu Congress in Chicago and was chosen by the export council of Australia and foreign affairs and trade for a special training program on scaling businesses. I am also the winner of the prestigious Women Transforming India Award by NITI Aayog for the year 2021-22.

Company and leadership focus

As a woman leader, what has been the easiest and toughest decisions you have had to take in your professional life?

As a leader, the easiest decision has been naming my brands 'Nectar Fresh' & 'Naman'. The toughest decision was to set up one of the biggest outlets outside the Nectar Fresh factory called 'Naman' during the Covid pandemic. It was done with the intention to boost rural and tribal empowerment and will be inaugurated in a couple of months, and I am proud of this venture.

What are the toughest hurdles you have had to face as a woman entrepreneur?

The toughest hurdle as a rural social entrepreneur has been to navigate harassment by various stakeholders including officials. But my never-give-up attitude has given me the confidence to take up challenges & survive against odds.

I would say logistics, marketing, lack of skilled workforce, procurement of raw material and others are the other hurdles that we face.

Have you utilized any Govt programs/ schemes to start or grow your organization?

The honey venture of Nectar Fresh is backed by the Khadi & Village Industries Commission & I am indebted to them for their support. We received a subsidy of two lakh rupee when I started the venture. I also received an additional one and a half lakh rupees to scale the operations.

What recommendations would you give the Govt to further encourage women entrepreneurs?

As a rural social entrepreneur who has had to overcome numerous challenges & hindrances to succeed and be this year's winner of country's most prestigious women entrepreneurship award, I can say that it shall be of enormous help if rural woman entrepreneurs are given additional help by the Government.

The trouble we receive from officials should kindly be addressed before

we start losing entrepreneurs. Let the schemes grants & subsidies be available to the most genuine organisations. Since language is a barrier for most, supporting women with paper work and administrative procedures will be of great help.

What advice would you give other women who want to be entrepreneurs? There is no bigger satisfaction than that of being an entrepreneur, being empowered yourself & empowering others. The enormous satisfaction that we derive over by succeeding cannot be put into words. Always have a focused approach, never compromise on quality, hold on to strong business ethics & never give up attitude shall take you to a position of your dreams.

Karnataka invites Belgium to invest in the State

Shri E.V. Ramana Reddy, Additional Chief Secretary, and Smt. Gunjan Krishna, Commissioner for Industrial Development from the Department of Industry and Commerce met with Mr. Pierre-Emmanuel Brusselmans, Consul General, Consulate General of the Kingdom of Belgium, and his team to discuss various investment opportunities the state has to offer.



ACS meeting held to discuss investment opportunities between Karnataka and Netherlands

Shri EV Ramana Reddy, ACS met with Netherlands Consul General, Mr Gert Heijkoop and Deputy Consul General, Mr Heine Lageveen to discuss collaborations in the fields of nanotechnology, agriculture and energy.



Karnataka pitches for UK Investments in several sectors

During the meeting with Mr. Alex Ellis, British High Commissioner to the Republic of India and Ms. Anna Shotbolt, British Deputy High Commissioner for Bengaluru, possibility of investments in several sectors were discussed to strengthen the ties between India and UK.



Karnataka meets the team from Minas Gerais to discuss enhancing Industrial relations between Brazil and Karnataka

Smt. Gunjan Krishna met with Ms Bárbara Botega, Ms Kathleen Garcia and Mr Caio Moura, State Secretariat of Economic Development, Government Of The State Of Minas Gerais and discussed potential collaborations and investments in the state.



Karnataka met with Switzerland ambassador for improvement of Industrial growth in the state

The Hon'ble CM of Karnataka and Dr. E.V. Ramana Reddy, ACS met with Dr. Ralf Heckner, Ambassador of Switzerland to India to discuss the acceleration of industrial growth in the state through prospective funding and partnerships.

