



**KAMARAJ IAS ACADEMY**  
Only IAS Academy by Grandson of "Perunthalsivam Kamarajar"

# Invest India

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## Context:

Commerce and Industry announced that the **Centre's Start-up India initiative will be moved out of the aegis of the official investment promotion and facilitation agency Invest India**, to a new non-profit company that could also house the **National Start-up Advisory Council**.

**Union Commerce and Industry Minister** inaugurated **Invest India's new office in Singapore**.

## Invest India

- Invest India is the **National Investment Promotion and Facilitation Agency of India**, set up as a **non-profit venture under the aegis of the Department of Industrial Policy & Promotion, Ministry of Commerce and Industry, Government of India**.
- It facilitates and empowers all investors under the '**Make in India**' initiative to establish, operate and expand their businesses in India.
- Department for Internal Trade and Promotion of Industry** conducts a regular review of the performance of the Invest India Programme.
- Its headquarters is located in **New Delhi**.

## How does India help investors?

- Invest India offers a **one-stop solution to global and domestic investors** by **handholding them throughout their journey from the day they start exploring India as an investment destination to the time of deployment of their investments and even beyond**.
- It **provides sector and specific state inputs and other supports to investors** throughout the entire investment cycle.
- It provides **tailor-made incentive offers** and collates the information needed to optimise decision-making.
- It also **mediates between the government and businesses**, and supports in their future expansion plans.
- It helps investors in bringing them to market, or identifying, developing, and deploying technologies on the ground.

## Other Services Offered

### Business Planning & Advisory

- Policy and incentives advisory
- Market entry strategy
- Expansion advisory

### Strategy & Implementation

- Market entry strategy

### Kamaraj IAS Academy

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- JV and strategic partner search
- License and compliance advisory

### Long-Term Partnership

- Expansion advisory
- Policy impact analysis
- Facilitation

### Bharat Start-up Knowledge Access Registry (BHASKAR)

?Bharat Start-up Knowledge Access Registry (BHASKAR) is a **digital platform for networking, knowledge and resource sharing between startups under the Startup India program.**

?It is a platform designed to centralize, streamline, and enhance collaboration among key stakeholders within the entrepreneurial ecosystem, including startups, investors, mentors, service providers, and government bodies.

### National Start-up Advisory Council:

- It was **constituted by the DPIIT** under the Union Ministry of Commerce and Industry.
- **Objective:** To **advise the Government** on measures needed to build a strong ecosystem **for nurturing innovation and startups** in the country to drive sustainable economic growth and generate large-scale employment opportunities.
- **Composition:**
- **Chairman:** **Minister for Commerce & Industry.**
- **Ex-officio Members:** Nominees of the concerned Ministries/Departments/Organisations not below the rank of Joint Secretary.
- Besides the ex-officio members, the council has **non-official members, representing** various stakeholders such as **founders of successful startups** and **veterans** who have grown and scaled companies in India.
- It is a one of its kind congregations wherein the policy making process is driven as part of collaboration between all the key stakeholders of the startup ecosystem.
- NSAC is playing an important role in **identifying areas of intervention** for the expansion of the startup ecosystem and ideating and **nurturing national programs under the Startup India initiative.**