



Ministry of
**Electronics &
Information Technology**
Government of India



Digital India
Power To Empower



National e-Governance Division

PRESS NOTE

Digital India Ask Our Experts

- STPI's first Centre of Entrepreneurship, Electropreneur Park, enabling electronics startups to move from ideas to market-ready products
- Episode 58 highlights the role of specialised infrastructure, incubation and mentorship in strengthening India's electronics startup ecosystem
- Experts underline that access to infrastructure and mentorship can be as critical as funding for hardware startups
- Provides end-to-end support to startups in Electronics System Design and Manufacturing

New Delhi: The 58th episode of Digital India 'Ask Our Experts' highlighted the role of STPI's Electropreneur Park (EP) in supporting electronics and hardware startups through specialised infrastructure, incubation, mentorship and market linkages.

Electropreneur Park, the first Centre of Entrepreneurship (CoE) under Software Technology Parks of India (STPI), provides a comprehensive ecosystem for startups working in the Electronics System Design and Manufacturing (ESDM) sector. The discussion brought together a representative from Electropreneur Park 2.0, Mr. Imran Yusuf, COO, and founders of startups supported by the ecosystem to share insights from the journey of developing an idea into a market-ready product – Mr. Sudhanshu Sharma, Co-founder, Voltrack EMS and Mr. Vikrant K. Aggarwal, Cofounder, EVI Technologies.



Watch the episode on <https://www.youtube.com/live/pwmyE5Wlyeo?si=lbPLE6veUMp6liGV>

A key focus of the discussion was the distinct challenge faced by hardware startups. Unlike many software ventures, electronics startups often require access to expensive equipment, specialised laboratories, testing facilities and prototyping infrastructure even before a product can be validated for the market.

The experts highlighted that funding alone may not be sufficient for a hardware startup. Access to high-end design labs, testing and prototyping facilities can help entrepreneurs develop and validate their proof of concept without having to make substantial investments in infrastructure at an early stage.

Electropreneur Park supports startups through a structured lifecycle covering pre-incubation, incubation and acceleration. During pre-incubation, entrepreneurs work towards validating their ideas and proof of concept. The incubation stage supports product development, while acceleration focuses on helping startups scale and prepare for the market.

The episode also highlighted the importance of identifying genuine market gaps and developing solutions around real-world challenges. EVI Technologies, working in the electric vehicle charging ecosystem, and Voltrack EMS, working in energy management, shared their experiences of developing electronics-based solutions and the challenges involved in taking hardware products from concept to deployment.

Speaking about the role of infrastructure in a startup's journey, Mr. Vikrant K. Aggarwal emphasised that while funding helps a startup enter the market, access to the right infrastructure is critical for taking an idea to the proof-of-concept stage. Mr. Sudhanshu Sharma highlighted the importance of sustained mentorship for entrepreneurs, particularly during difficult phases of the startup journey. He noted that having mentors who continue to guide and support founders can make a significant difference in their ability to persevere and grow.

Explaining the role of an incubator, Mr. Imran Yusuf observed that access to the right infrastructure can significantly influence the pace at which a hardware startup progresses. He highlighted instances where startups with limited funding were able to achieve strong growth because they had access to appropriate infrastructure and support. Beyond technical facilities, Electropreneur Park provides startups with support in areas such as R&D, innovation, Intellectual Property Rights (IPR), business strategy, certifications, investor engagement and market readiness.

The discussion also highlighted the challenge of securing the first customer, particularly for early-stage hardware ventures. Through initiatives such as the Launchpad programme, startups are provided opportunities to connect with MSMEs and potential users, helping them to test their solutions in real-world environments and move towards commercial deployment.

The episode underlined that building a successful electronics startup requires a combination of technology, infrastructure, mentorship, market understanding and access to the right networks. Such incubation ecosystems can help reduce entry barriers for innovators and enable more indigenous electronics products to progress from prototypes to commercially viable solutions.

The episode of Digital India 'Ask Our Experts' on Electropreneur Park can be watched on the Digital India YouTube channel at <https://www.youtube.com/live/pwmyE5Wlyeo>.

Digital India 'Ask Our Experts' is an interactive knowledge-sharing series that brings experts, officials, innovators and other stakeholders together to explain digital initiatives, emerging technologies and citizen-centric solutions in simple and accessible language. The programme also provides a platform for citizens to engage with experts and understand the technologies. For more information on upcoming episodes and Digital India initiatives, visit www.digitalindia.gov.in and www.negd.gov.in.