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Narayana Murthy lists key things small-town Hubli needs to become startup powerhouse

- > Murthy signalled that Hubli has a lot of potential for building a comfortable ecosystem for startups.
- > For Hubli startups to realise their full potential, a change of mindset is crucial among Hubli youth, Murthy said.



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Hubli, a small city in the northern part of Karnataka, is full of budding entrepreneurs, thanks to initiatives taken by organisations such as Deshpande Foundation.

But what would it take for Hubli startups to be no. 1 in India? Infosys co-founder NR Narayana Murthy has an answer.

Speaking at an annual startup event held in Hubli this year, the [Startup Dialogue 2019](#), Murthy signalled that Hubli has a lot of potential for building a comfortable ecosystem for startups.

“The first principle that everybody assembled here has to remember is that it's not what we have but what we do with what we have. The corollary of that is: we have to stop worrying about what we don't have. (Instead of saying) Hubli doesn't have this, Hubli doesn't have that... I think that mindset has to move to, Hubli has so many good things and we will do everything that is necessary to make it even



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better.”

The Startup Dialogue aims to create a platform for all the stakeholders or investors of the Indian startup ecosystem and the event is organised by Deshpande Foundation initiative Sandbox Hubli.

While startups are commonplace in cities like Bengaluru and Hyderabad, initiatives like Sandbox Hubli are helping startups in smaller towns demonstrate the impact and transformation that social entrepreneurship and innovation can create.

“I am amazed at the kind of progress that is taking place here. Desh Deshpande and his team have contributed immensely to Hubli and brought a tremendous sense of confidence to startups assembled here,” said Murthy.

For Hubli startups to realise their full potential, a change of mindset is crucial among Hubli youth, Murthy said.

“Remember that Hubli is going to become even cooler than what it is. Not because somebody in Bangalore ordained that Hubli should be this or that, or somebody in Delhi said so. No, that's not the way it happens. The way it happens is because every young man and a young woman assembled here, and perhaps many more outside, will say that we will make Hubli number one in India.”

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Apart from Murthy, other notable speakers at the event were: Deshpande Foundation Chairman Gururaj "Desh" Deshpande, Bigbasket Human Resources Head TN Hari and Indian-American venture capitalist Ramanan Ramanathan.

In Hubli, Deshpande Foundation has been working its charm with successes from building their centres like Hubli's Sandbox, which houses a co-working space, hosts events, and conducts mentorship sessions.

Murthy said that initiatives like these have brought a tremendous sense of confidence to the startups assembled here. The event was attended by over 200 startups.

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