

EDII-TN NEWS

Monthly Bulletin of Entrepreneurship Development and Innovation Institute,
Government of Tamil Nadu

NATIONAL ENTREPRENEURSHIP AWARD WINNER - 2019

COMMISSIONER'S MESSAGE



Industrial climate in the country is the most talked about factor as many are turning into entrepreneurs. The Union and the State Governments have also devised policies and have taken various measures to ensure smooth survival of MSMEs during the pandemic period. Now that the World and our country is slowly recovering, the economy also needs a steady boost. This is possible only through investments in industries that can show tangible growth. The State Government has been keenly working on making Tamil Nadu a favorable destination for Startups and also global investors. The State has tremendous resources which can serve as a catalyst in making the State numero uno in the Country and in turn making India stand out in the Global arena. EDII-TN is committed towards constantly helping the MSMEs and Startups in starting and running a smooth business. In EDII, we believe entrepreneurial seeds must be sown in younger minds to build a stronger and committed community later. In this line, EDII-TN is exploring various curriculums to incorporate in our Innovation and Entrepreneurship Development program for students. Apart from this, strengthening the existing entrepreneurs and Startups by offering them trainings to improve their way of doing business, inculcating innovation in their methods, identifying and rewarding innovative ideas, organizing various grand challenges and pitch fests are EDII-TN's contribution to the industrial scenario in Tamil Nadu.

The team EDII-TN is relentlessly building a strong support system and an industrial knowledge house for the MSMEs and Startups in the State. I wish them all well in this endeavor and join them in the mission.

**S. NAGARAJAN IAS.,
COMMISSIONER**

Budget 2021: Here's everything for startups and MSMEs

Union Budget 2021 India: To boost startup investments in the country, the budget proposed an extension of eligibility for claiming tax holidays for startups along with the capital gains exemption for investment in startups till March 31, 2022, to incentivise funding.

Indian Union Budget 2021-22: The Hon'ble Finance Minister in her third budget speech on Monday announced a handful of measures to boost the startup and MSME ecosystems that were seeking game-changing reforms to accelerate their growth back to the pre-Covid era and leverage the Covid-induced tailwinds for digital growth. The announcements in the post-pandemic and the first digital budget ever largely catered to small businesses with respect to ease of doing businesses, insolvency process, even as it relaxed norms around setting up businesses and incentivising funding for startups.

Incentivising OPC Setup: In order to benefit startups in setting up one person companies (OPCs), the Finance Minister announced OPCs to grow without any restrictions on paid-up capital and turnover. The Minister also allowed their conversion into any other type of company at any time and reduced the residency limit for an Indian citizen to set up an OPC from 182 days to 120 days and also allow NRIs to incorporate OPCs in India.

Extending Tax Holiday: To boost startup investments in the country, the budget proposed an extension of eligibility for claiming tax holidays for startups along with the capital gains exemption for investment in startups till March 31, 2022, to incentivise funding.

Digital Payments Boost: The Finance Minister announced earmarking Rs 1,500 crores for a proposed scheme “that will provide financial incentive to promote digital modes of payment.”

Insolvency Resolution: In order to ensure faster resolution of cases, the Finance Minister said that the National Company Law Tribunal (NCLT)

framework will be strengthened, the e-courts system will be implemented, and alternate methods of debt resolution and special framework for MSMEs will be introduced.

Budgetary Allocation: The budget allocated Rs 15,700 crores to the MSME sector, more than double from Rs 7,572 crore from the preceding budget.

Customs Duty Slashed: The government said that it is reducing Customs duty uniformly to 7.5 per cent on semis, flat, and long products of non-alloy, alloy, and stainless steels to help MSMEs and other user industries that have been severely hit by a recent jump in iron and steel prices. The Finance Minister also announced exempting duty on steel scrap for a period up to 31st March, 2022 to provide relief to metal recyclers, mostly which are MSMEs. The minister also proposed an increase in duty from 10 per cent to 15 per cent on steel screws and plastic builder wares to benefit MSMEs.

Withdrawing Exemption on Imports: The budget announced withdrawing exemption on imports of ‘certain’ kind of leathers as they are domestically produced in good quantity and quality, mostly by MSMEs, according to Sitharaman.

Revising Definition: The Finance Minister proposed a revision in the definition of small companies in the budget by increasing thresholds for paid-up capital from Rs 50 lakh to Rs 2 crore and turnover from Rs 2 crore to Rs 20 crore. “This will benefit more than two lakh companies in easing their compliance requirements,” the minister said.

Courtesy: Financial Express online

Discussion Meeting with Global Alliance for Mass Entrepreneurship (GAME)

A meeting was conducted on 20-01-2021 by the IEDP Division with Ms. Padmasudha, Vice President, GAME to get deep insight about the entrepreneurship curriculum programmes, facilitated by GAME for school and college students. Thiru.S.Nagarajan IAS., Commissioner, EDII-TN participated in the meeting and shared his thoughts on experimenting the curriculum programme in a pilot basis. Global Alliance for Mass Entrepreneurship (GAME) is a not-for-profit alliance of organizations committed to create an entrepreneurial movement in India that results in 10 million new entrepreneurs, half women, with an aim to create 50 million livelihoods by 2030.



Field Co-ordinator Training

Every year, EDII conducts Field Co-ordinator Training to the staff working at Innovation and Entrepreneurship Development Programme (IEDP) hubs and at fields. The programme aims to cater & upgrade the necessary skills required for the Field co-ordinators while dealing with spoke colleges. Programme Management, Stakeholder Motivation and Engagement while forming E-cells in the Colleges, Role of Field Co-ordinators were taught during the course of the programme. The programme was held at EDII during 5-7 January 2021. 10 Field Co-ordinators from 9 hubs participated in the programme.



Tamil Nadu Student Innovators (TNSI) 2020 Ideation Programmes

EDII-TN conducted five TNSI 2020 Ideation programmes, the second stage of TNSI 2020, in the month of January 2021. The main objective of the programme is to validate the student ideas in order to make them better, by breaking their thought patterns, understanding the customer needs, educating them to generate their ideas into products / services in various situations & environments while challenging them to resolve real-time problems. The programmes were organized as a half – a – day programme at hub level. 2-4 batches were conducted per hub either through online / offline mode. Native Lead Foundation, Madurai served as the technical partner for the Madurai region and allocated resources for the programme whereas Crossroads Business Solutions, Chennai were the technical partners for the programme conducted at Salem, Coimbatore and Chennai. The programme details are as follows:

S.No.	Name of the Hub	Venue	Date	No. of Batches	Mode	No. of participants
1.	Madurai Kamaraj University, Madurai	Madurai Kamaraj University, Madurai	08-01-2021	2	Offline	39
2.	Thiagaraja College of Engineering, Madurai	Thiagaraja College of Engineering, Madurai	11-01-2021	2	Offline	30
3.	University College of Engineering, Villupuram Hub	EDII-TN	11-01-2021	2	Offline	26
4.	Sona College of Technology, Salem	Sona College of Technology, Salem	20-01-2021	2	Offline	101
5.	Anna University Regional Campus, Coimbatore	Anna University Regional Campus, Coimbatore	25-01-2021	2	Offline	91

Webinar Series for the Spoke College Students and Faculty:

Three Webinars were organized by IEDP Hubs during the month of January 2021. Field Coordinators, Master trainers, Government Officials and Entrepreneurs from different domains handled the sessions on Entrepreneurship Development, Phases of Entrepreneurship, and Startup Opportunities. Around 400 participants benefited out of the event.

Intellectual Property Rights and Entrepreneurship Workshop

Two day 'Intellectual Property Rights and Entrepreneurship' workshop was held on 11-12 January 2021 at Sona College of Technology, Salem for Faculty and Researchers. Nearly 50 participants from 15 spoke institutions attended and benefitted by the programme. Mr. Balaji Devendran, Patent Agent, Coimbatore, Dr. AK. Priya - IP Practitioner, Coimbatore, and Mrs. V. Bhuvaneshwari - IP Practitioner, Coimbatore were the key resource persons, handled the two day sessions of the programme. Through this programme, EDII largely creates awareness about IP protection and its importance in entrepreneurship among Faculty and Students.



Faculty Development Programme (FDP)

S.No.	Name of the Hub	Date	Total Participants
1.	Alagappa University, Karaikudi	06-08 January 2021	42
2.	Madras Institute of Technology, Chennai	20-22 January 2021	26
3.	University College of Engineering, Villupuram	21-23 January 2021	41
4.	University College of Engineering, Nagercoil	21-23 January 2021	36

3-day Faculty Development Programmes were conducted by EDII-TN at different hubs in the month of January 2021. The objective of the FDP is to train the Faculty Entrepreneurship Development Cell Coordinators, the formation and execution of Entrepreneurship Development Cell (ED-Cell) successfully and effectively in colleges and teach them the basic principles/concepts of entrepreneurship through an activity based method.

Top Management Meet

EDII-TN has established 5 new Innovation and Entrepreneurship Development Programme (IEDP) hubs in this year. Among the five, Bharathiyar University, Coimbatore and Periyar University, Salem conducted Top Management Meet on 18.01.2021 and 20.01.2021. The meeting is conducted to ascertain the willingness of managements in the region to enroll as spoke colleges and implement the IEDP programme in the institutions. Top management representatives like Chairman/ Secretary/ Principal were participated in the meeting. Mr. Suresh Sambandham, CEO, Kissflow participated in both meeting and delivered special address during the meet.



INDUSTRIES 4.0

Industry 4.0 consists upgraded manufacturing processes, using Emerging Technologies such as laser cutting CNC milling, robotic assembly, 3D printing etc and implementing connected factory processes, machine to machine and human to machine interactions, real time data sharing with sensors and actuators etc., It is a new way of Business Processing and it is a essential marketing tool since buyers look at business processes before placing orders with a concern, as is the case with COVID19 vaccine exports from India. MSME units can start with micro improvements in the way they manufacture or provide service to bring in an automated working mindset with them, their managers and workers.

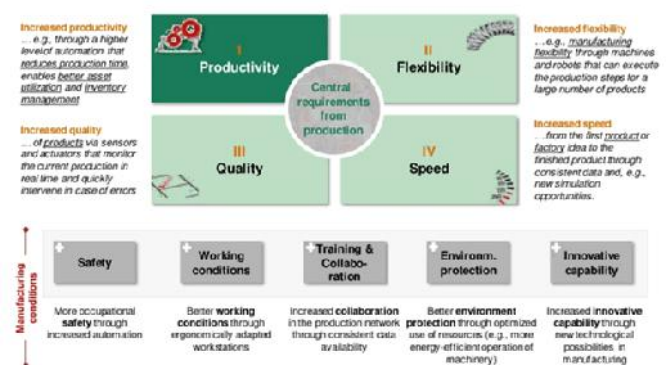
Among MSME manufacturing units, Industry 4.0 will bring about cost saving, cost reduction, improve efficiency, improve product quality, enable faster production, enable automated self correction, measuring while running the unit and enable better utilization of resources besides a sales advantage. All these will improve competitive efficiency in a COVID 19 pandemic industrial scenario. Industry 4.0 helps manufacturers with current challenges by becoming more flexible and reacting to changes in the market easier. It can increase the speed of innovation and is very consumer centered, leading to faster design processes.

In India the immediate challenges to implementation of Industry 4.0 consists of high investment outlay, inadequate knowhow, lack of infrastructure, and a lack of adequate cyber-security norms and product pricing matching Industry 4.0 up gradation. The cost of sensors are low and innovations in technology makes it hard to select the best suited technology for an industry or service.

Industry 4.0 engagements are expected to give immediate value, while simultaneously building the capabilities, processes, and mindsets necessary to keep up the implementations. MSMEs must identify and implement the initiatives likely to have the

impact. Industries 4.0 can be used in all industrial contexts where processes need to be more intelligent. The core idea is to convert existing business units to Smart Factories by bringing in Smart Work Place and Environment, Smart Service, Smart Mobility, Smart Logistics and Smart Buildings. The crucial factor will be selection of appropriate technology suited to one's level of business and product pricing.

In fact, Industry 4.0 offers multiple benefits—enhanced productivity is just the beginning



MSME Units just starting out on Industry 4.0 need a list of helpful places to turn to find out what possibilities, solutions and providers are available. MSME units will have to look upto reliable Directory of Industry 4.0 to finalize their selections. MSME units may look for existing sources of conventional funding besides Venture Capital and Angel Funding besides moving to Stock Markets for equity funding, depending on their present scale of operation.

Technology Development & Modernization Fund (TDMF) Scheme provides assistance to MSME Units to modernise their production facilities and adopt improved and updated technology and the scheme is implemented through IC&DIC. EDII-TN has conducted several workshops on Awareness to Industry 4.0 to MSME entrepreneurs, INDCOSERVE officials/ Chairman and Mentors. EDII-TN conducts a comprehensive half / one day awareness training programme on “Industry 4.0 – Need of automation” through Strategic Planning in different locations.

Entrepreneurship Awareness Camp

Half-a-day Entrepreneurship Awareness Camps were conducted for the first time at spoke colleges of IEDP hubs under IEDP programme. Final year students from different departments, who have entrepreneurial aspiration participated in the programme. Through this programme, EDII attempted to inculcate the knowledge that entrepreneurship is an alternative career option to the students. 8 programmes were conducted through Anna University, Trichy, Anna University, Thirunelveli and Sona College of Technology during January 2021 and around 350 participants were benefitted through this effort. The details are:

S.No	Name of the College	Name of the Hub	Date	No. of participants
1.	Geetha Jeevan Arts & Science College, Tuticorin	Anna University Regional Campus, Thirunelveli	25-01-2021	40
2.	Government Arts and Science College, Sathankulam	Anna University Regional Campus, Thirunelveli	27-01-2021	50
3.	V.O.Chidambaram College, Thoothukudi	Anna University Regional Campus, Thirunelveli	29-01-2021	40
4.	Anna University, BIT Campus, Trichy	Anna University, BIT Campus, Trichy	27-01-2021	40
5.	K.Ramakrishnan College of Technology, Samayapuram	Anna University, BIT Campus, Trichy	27-01-2021	40
6.	Cauvery College for Women, Trichy	Anna University, BIT Campus, Trichy	29-01-2021	50
7.	Indra Ganesan College of Nursing, Trichy	Anna University, BIT Campus, Trichy	29-01-2021	60
8.	K.S.R.College of Technology, Namakkal	Sona College of Technology, Salem	27-01-2021	47

Phase I : Entrepreneurship Awareness Camp

EACs were conducted through online by EDII, Chennai with 45 participants on 12.01.2021, besides two EACs were organized in association with MADITSSIA, Madurai with 74 participants on 01.1.2021 and 28.1.2021. Also an EAC was conducted as a physical class by TIDITSSIA, Trichy with 55 participants on 7.1.2021. Under RD project, six EACs were organized as physical programs in Salem district in which 2 beneficiaries participated in January 2021.

The participants learnt about Characteristics of Entrepreneur, Business Ideation, Business Idea Validation, Business Opportunities and details of Bank loans and Subsidy available to MSME units.



Phase II Programmes – Business Plan and Business Management



Two 5 Days BM&BP training was conducted as physical programs at THUDITSSIA, Thoothukudi from 18.1.2021 with 30 participants and at EDII, Chennai from 27.1.2021 with 24 participants. During the training the participants learnt about various Business Models and steps to analyzing them, Business Plan components and methods to fill up the details, Accounting terms and implications, Basics of Banking, Project report appraisal by banks, Go To Market study and practical exercise of filling up market study report and Project report.

Phase IV Programmes – GST & E- Way bills Training

Four 'One day GST & E-Way bills Trainings' were conducted by TANTIA-FNF as a physical class on 5.1.2021 at Madurai with 77 participants and at Coimbatore with 36 participants, at Tirumudivakkam on 9.1.2021 with 45 participants and at Pudukottai with 46 participants.



Webinar on Venture Funds



Half-a-day Webinar on Venture Funds was conducted on 28.01.2021 with 20 participants and the participants learnt about Angel Funding, Seed Funding, Venture Funding, Pitching in a business to Venture Capitalists, Unique Business Models and need for exponential growth in new or existing business to get venture funds.

Basic Accounting and Financial Tools like Tally

Half-a-day Basic Accounting training was conducted at EEDISSIA, Erode on 19.1.2021 with 27 participants. During the training, the participants learnt about elementary accounting concepts, double entry book keeping, journal entries, components of Profit & Loss Account and Balance Sheet and passing entries in Tally ERP.



Export and Import Procedure and Documentation:

Five days Webinar covering Export and Import Procedures and Documentation was conducted at EDII, Chennai from 4.1.2021 to 8.1.2021 with 20 participants. During the training the participants learnt about steps to set up a Export business, identifying export product, fixing its price, identifying the buyers and countries to which exports can be made, packing methods and rules, insuring the products, shipping and customs formalities, role of ECGC, FIEO and Export Promotion Councils and detailed information on export opportunities in Agriculture products.



CLUSTER AWARENESS PROGRAMMES

As part of the cluster development initiatives of EDII-TN, cluster awareness programmes were organized at Salem, Virudhunagar, Kovilpatti and Kanyakumari. The objective of the programme is to sensitize the MSMEs to get in to cluster activities in order to fulfil their common requirements by availing financial grant upto 90% through MSE-CDP schemes. Officials from EDII-TN, MSMEDI, GMDIC, SIDCO, etc., participated in the programme and explained about the opportunities invogue under cluster development. As many as 242 participants from MSME fraternity got benefitted through these awareness programmes. Following are the details of cluster awareness programmes organised during January 2021.

SL.No	Date	Name of the Cluster	Place	No. of Participants
1	04.01.2021	Handloom Cluster	Ammapettai, Salem	75
2	06.01.2021	Plastic Products Cluster	Virudhunagar	45
3	07.01.2021	Peanut Candy Cluster	Koilpatti	42
4	08.01.2021	Murungai Products Cluster	Kanyakumari	80

Five companies selected in Innovation Voucher Programme

“Innovation Voucher Programme” is a flagship scheme of Tamil Nadu Government with an objective to promote Innovation and Research among the MSMEs and Startups. The financial assistance is provided under this scheme Voucher A Rs.2 lakhs and Voucher B Rs. 5 lakhs. Under this scheme, one Technical Committee meeting and one Steering Committee meeting was conducted in the month of January 2021 under the chairmanship of Commissioner IC&DIC. Additional Director and Deputy Director participated in this meeting. A total of 05 companies were recommended for the Grant.



INNOVATOR 1.0 successfully conducted by EDII-PUBICS

EDII-Periyar University Business Incubation Confederation Salem (EDII-PUBICS) has conducted INNOVATOR 1.0 from 21-01-2021 to 23-01-2021 with the objective to identify and incubate the potential innovative business ideas in the field of Food and allied sectors. The programme was done in 3 stages: Preliminary Pitch, Boot camp and Final Pitch. A total of 96 companies participated in the preliminary pitch and finally three teams won cash prize and incubation support. Also top 10 participants were assured one year free incubation support.

Entrepreneurship meets dream in this biotechnology couples' success story

Having spent a decade in the Biotechnology industry doing Ph.D and teaching the next generation, Dr.K.Indhumathy decided to pursue an entrepreneurial career out of a subject she put her heart and soul in. Her husband, whom she met while doing her PHD, is also a doctorate in the same subject and the couple decided to put their knowledge into something that will both benefit the society and themselves. They successfully started Elies Biotech Pvt. Ltd.

Once Indhumathy decided to start a business, she first visited EDIITN enterprise clinic at EEDISSIA, Erode to get guidance. “When it comes to Erode, agriculture, textile,dyeing & tannery industries are predominant. So we decided to make products catering to both these industries. Products to support natural farming and products to treat industrial effluents were our main focus. Hearing our business plan, enterprise clinic suggested that UYEGP will be an apt scheme for us. We were sanctioned a loan of Rs.1,90,000/- with 25% subsidy amounting to Rs.50,000/- under the UYEGP scheme” said Indhumathy explaining how she got into the idea of starting her own business.



Indhumathy attended a 15 days training with EDII to learn the nuances of starting and running a business effectively. She fondly quotes “The

training imparted at EDII was highly useful and it helped me channel my entrepreneurial thoughts, introduced me to the challenges of running a business, what are the marketing strategies to be used, etc., The training was attended by other beneficiaries who were about to start various enterprises of their own and it gave us an idea of what other businesses are there in Erode”.

After the training, the couple applied what they learnt and first did a survey from more than 500 farmers in Erode to understand their needs. “From talking to the farming community we understood they lack quality farm inputs. We did a lot of research on it and created our products concentrating on good bacteria. We also specialize in mushroom growing, which can be taken up as a cottage industry in rural and urban scenario” she said talking about Elies Biotech.



“I would strongly recommend people who want to start their own business to approach EDII. Apart from guidance relating to schemes, training to start and run your business, their post training follow-up is commendable. From marketing help through giving stall space in international exhibitions to giving inputs on scaling our business to next level, EDII has stood beside us in our growth” said the successful business woman Dr.K.Indhumathy.



CONNECT WITH US



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