



EDII-TN NEWS

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

MESSAGE FROM THE DIRECTOR



MSMEs represent 90% of Industrial landscape of the Country and are vehicle for economic growth. MSMEs play a vibrant role in creating employment opportunities at all level and major contributor for the country's GDP. In order to recognize its due importance in the State and scale further, the government of Tamil Nadu has been spreading its wings in all directions with multi-pronged strategies. Novel attempts like Innovation Voucher Programs for the MSMEs, is likely to play a concrete role in the sector which would gain startling traction in the journey of entrepreneurship. EDII-TN has prepared and submitted the draft Tamil Nadu Startup and Innovation Policy 2018-23 to Government of Tamil Nadu for consideration. Once the Startup policy for the State is announced, it will be a quantum leap forward to widen the startup related activities and ensure that the emergence of new Startups will take place across the State. In order to pave the way for smooth sailing of MSMEs, EDII-TN is consistently deep rooting the opportunities with innovation and research support. The last month of the year 2018 has been highly productive for EDII-TN. With our continuous effort in making the entrepreneurial space available for all, we have initiated various programs benefitting the larger crowd of aspiring entrepreneurs. EDII-TN has always been keen on venturing into new arenas such as Social Entrepreneurship, Aromatic and Agro based Industries, Innovation and Incubation etc., These striving efforts will continue in the year 2019, further adding to it much greater initiatives and innovations which in turn will help in pushing the MSMEs to a commanding position in the State.

I wish the New Year 2019 brings in hope joy, prosperity and growth in the industrial fraternity.

Dr.V.IRAI ANBU, I.A.S,
Principal Secretary / Director, EDII

WORKSHOP ON SOCIAL ENTREPRENEURSHIP

EDII-TN organized a One day Workshop on Social Entrepreneurship in association with Madras School of Social Work on 06.12.2018 at Madras School of Social Work, Egmore, Chennai.

The program was inaugurated by Thiru.Dr.V.Irai Anbu, I.A.S., Principal Secretary/Director, EDII-TN. In his inaugural address, he enunciated the importance of Social entrepreneurs to be prevalent in the society and urged the aspiring entrepreneurs to take up successful social enterprises on their own. He highlighted that industrially developed States like Tamil Nadu has vast potential for Social



Entrepreneurship through which we can solve various social issues relating to environment, health, education, poverty, etc., Dr. Raja Samuel, Principal, Madras School of Social Work, delivered Presidential address and stressed the need and opportunities for Social Entrepreneurship and support offered by Madras School of Social Work. Tmt.R.V.Shajeevana, Additional Director, EDII-TN, welcomed the dignitaries and the participants and explained the role and commitment of EDII-TN in promoting entrepreneurship and innovation culture in the State.

As part of the program, a panel discussion was held on the topic 'Life of a Social Entrepreneur – Gratification and beyond' in which various issues and opportunities for Social Entrepreneurs were enumerated by leading successful Social Entrepreneurs in Tamil Nadu. The panel was moderated by Thiru. Rama Subramanian, Director, Sustainable Development Institute, Auroville. The panelists were Selvi. Neelam, Perriferry, Smt.Thara Jayan from ganyaagro.com, Thiru. Senthil Kumar, Chief Board Gamer & Founder, MADIEE and Thiru.Dinesh, Co-founder, No Food Waste. About 70 participants from various fields, aspiring for Social Entrepreneurship attended the program and gained relevant inputs.



ONE DAY STUDENTS ENTREPRENEURSHIP AWARENESS CAMPS (SEA CAMP), UNDER ACADEMIC INNOVATION ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (AIEDP)



One day Students Entrepreneurship Awareness Camps (SEA Camp) under Academic Innovation Entrepreneurship Development Programme (AIEDP) have been planned in 88 Government Arts and Science Colleges in all the Districts of the State during 2018-19.

Accordingly, a one day awareness camp was organized on 11.12.2018 at Government Arts and Science College, Uthiramerur, Kancheepuram District. Dr.Thiru.V.Irai Anbu, I.A.S., Principal Secretary / Director EDII gave the special address to motivate the students to take up Entrepreneurship and to be employers rather than employees.

Thiru.Saravanan, I.A.S., Sub-Collector, Kancheepuram, inaugurated the program. In his inaugural address, he highlighted the opportunities prevailing for self employment in Kancheepuram District. Tmt.R.V.Shajeevana, Additional Director, EDII-TN welcomed the gathering and delivered in detail on the role of EDII-TN in promoting entrepreneurship eco system. Also similar Camps were organized in various Colleges at Erode, Tiruppur and Chennai Districts during the month. So far such Awareness Programs for Students have been completed in 41 Colleges across Tamil Nadu.



PARTICIPATION IN THE STARTUP RANKING 2018 PROGRAMME.

A three-member team from EDII-TN headed by Addl. Director participated in the States' Startup Ranking 2018 programme organised by Department of Industrial Policy and Promotion (DIPP) Government of India on 20-12-2018 at New Delhi. DIPP has graded 27 States and 3 Union Territories on the basis of Government initiatives over 38 action points grouped under seven pillars. Representatives from all the States and U.T s participated.



Addressing the participants on the occasion, Thiru Ramesh Abhishek, IAS, Secretary to Government of India, DIPP, informed that the ranking is purely on the basis of action by Governments during the period 2016 to March, 2018 to promote startups in respective states and U.T.s.

Gujarat was declared as the Best Performer. Tamil Nadu has been graded as an 'Emerging State' along with Maharashtra, Delhi and 5 other States/UTs.

LEADERSHIP COURSE FOR INCUBATION MANAGERS – MODULE 3-KERALA

Third module of 'Leadership Course for Incubation Managers' was organized in Kerala on 13-14 December 2018. The delegates visited Sri Chitra Thirunal Institute for Medical Sciences and Technology-Technology Business Incubator (SCTIMST-TIMed) and Kerala Startup Mission – Trivandrum and Cochin Campus during the course. Dr. S.Balram, CEO and Ms.Ojal Sarah Paul, Manager, TIMeD shared their experience to the delegates in managing the TBI at SCTIMST. Mr.Vishal and Mr. Nasif co-ordinated the visit at



Trivandrum and Cochin and detailed the start-up ecosystem in Kerala. Mr.Sherin Sam Jose, CEO, Amal Jothi College of Engineering- TBI, shared his experience on managing the incubator in Tier-3 location. The participants were taken to FabLabs, Kerala Start-up Mission, running with different thrust sectors. The tour ended with the visit to Bio-NEST facility, Kerala Startup Mission and the delegates gained more insights on running a bio-incubator. The fourth /final module of the course will be held in Chennai in the last week of January or first week of February 2019.

LEVERAGING RESEARCH FOR BUSINESS DEVELOPMENT WORKSHOP



address on MSME and startups. Research oriented business development training to the participants was then offered. Theoretical and practical training were given in product designing, market analysis, application of Theory of Change in business practices, qualitative and quantitative methods for business development etc. Mr.Santhosh, Founder, Bambaram, delivered a session on 'Gamification' and shared his own experience in business designing and development. The participants received certificates at the end of the programme.

In association with IFMR LEAD, EDII-TN organized a two days workshop on 'Leveraging Research for Business Development' on 20-21 December 2018 at IIT Madras Research Park, Chennai. Dr. Kalaivani Ganesan, Joint Director, EDII-TN inaugurated the workshop with welcome note and presented an inaugural



START-UP ECOSYSTEM IN TAMIL NADU-RESEARCH STUDY

EDII-TN invited applications from eligible institutions to conduct a research study on 'Start-up Ecosystem in Tamil Nadu'. Seven proposals were received in response to the call and were evaluated through technical presentations by a special expert committee in the technical committee meeting held on 30th November 2018. IFMR LEAD has been selected through competitive evaluation strategies and the results have been communicated to IFMR LEAD. The inception meeting is scheduled on 4th January 2019 and the MoA is expected to be signed soon to begin the study.

START-UP SANDBOX PROGRAMME FOR WOMEN

In recent years, EDII-TN has begun focusing on women entrepreneurship/technopreneurship to equip and empower women in the field of entrepreneurship and to make them financially self-dependent. Various initiatives are being taken up by the institute to achieve this motive. In that series, 3-weeks residential Start-up Sandbox Programme was conducted exclusively for women by EDII-TN and IIITDM, Kancheepuram during 3-21 December, 2018 at IIITDM, Kancheepuram. Women with the aim to become technopreneurs had given intensive training and



mentorship during the course to convert their technical idea into valid prototype. Fifteen participants with different thrust sectors especially in the field of food science, nutrition and textiles tried to transform their research idea into commercially viable product in the course of the programme. Few products have come up really well and the corresponding start-ups will be explored for further support.

STATE MSME REPORT 2019

EDII-TN invites technical proposals to bring out a comprehensive MSME report 2019 to showcase the current state of MSME development in Tamil Nadu including innovation, incubation & entrepreneurship. Indian organizations/Institutes having proven expertise and established credentials in undertaking MSME surveys and preparing reports can apply. For further details, visit <http://editn.in/pages/view/request-for-proposal>. **Last date for submission: 23.01.2019**

"The price of inaction is far greater than then cost of a mistake." -Meg Whitman, CEO of HP

MSME RESEARCH REPOSITORY

With more than 150 research publications, an application has been developed by EDII-TN. The research repository with the published research papers, discussion papers and reports with thematic areas specific to MSMEs/start-ups will soon be available for public access.



BIO-INNOVA WORKSHOP ON ORGANIC FARMING

A one day workshop on Bio-Innova with the theme of Organic Farming to the District Level Farmers was held on 19th December 2018 at Yelagiri Hall, TNSRLM Vellore. The main objective of the workshop was to provide awareness on organic farming to the farmers in Vellore District to protect cultivable land from chemical fertilizer



and suggest suitable technical inputs to improve their cultivation of different crops. The program was inaugurated by the Mr.A.R.Sivaraman, Project Director, TNSRLM, Vellore District. The first session was handled by Mr.Xavier, Msc., (Agri) from Malarum Parambariyam, former Agriculture Officer about the difference between organic cultivation and latest formula of cultivation and application of Bio-fertilizer like Amirtha Karaisal, Vermi compost etc., In the second session, Mr.SridharBabu, Msc., (Agri) from Earth Trust gave detailed input on cultivation of aromatic crops and extraction of essential oil with

demonstration on Aromatic Oil extraction. 207 farmers participated.

Workshop - Awareness on Innovation Voucher Programme – (IVP)

Tamil Nadu Government has recently introduced Innovation Voucher Programme (IVP-Scheme) to support 400 MSME Entrepreneurs every year with budget provision of Rs.20.00 Crore per year. EDII-TN has been organizing awareness on IVP in all the districts across the State. A similar program on Innovation Voucher Programme was organized at Perambalur on 07.12.2018 in association with DIC, Perambalur along with KVIC, Chennai. The District Collector, Tmt. V.Shantha,I.A.S., inaugurated the programme. General Manager, DIC, Thiru T.Ramesh explained various schemes available for MSMEs. Thiru R.Vasiraja, Additional Director, KVIC,Chennai and LDM, Perambalur district also participated in the program. District association along with 120 MSME Entrepreneur attended the programme.



WORKSHOP ON DESIGN ASPECTS OF PRODUCTS AND VALUE ADDITIONS

The third workshop on Design Aspects of Products and Value Additions was conducted at DIC, Coimbatore on 28.12.2018. Design Experts and Consultants viz., Mrs. Kanaka Anand and Mr.Mohan Chinnasamy from DJ academy were engaged for handling the sessions in the workshop. Mr.Mohan Chinnasamy had handled the sessions on role of design in entrepreneurs life and difference between the Engineering and Design. Mr.Kanaka Anand had focused on design process, semiotics in design and case studies in design thinking. Altogether, 23 participants actively participated in the workshop and the feedback received from them was good.



MASS MEDIA OUTREACH PROGRAMMES



EDII-TN is effectively utilizing the Mass Communication medium in order to disseminate information relevant to MSME sector and creation of self employment opportunities. As such, EDII-TN has made regular weekly broadcasts in All India Radio Programme (FM Rainbow) on Wednesdays from 4.45-5.00 pm titled 'Thozhilum Vaazhvum'. During the month, four broadcasts covering various aspects have been made successfully.

OTHER TRAINING PROGRAMS



EAC for Progressive farmers on Cultivation of Aroma Crops, value addition and Marketing at Madapalli, Vellore district on 07.12.2018 and at Dindigul on 28.12.2018



Monthly Network Meet is conducted at Thoothukudi on 31.12.2018 and Virudhunagar on 20.12.2018.



Enterprise Clinic at MADITSSIA, Madurai on every Thursdays between 3pm and 5 pm. Besides similar clinics were held at Thoothukudi, Thirunelveli, Virudhunagar, Trichy, Erode and Chennai.



EDP program for UYEGP beneficiaries was organized at EDII-TN Chennai campus from 26.12.2018 to 04.01.2018.



EAC Programs at Coimbatore on 11,12 and 13th of December 2018



Workshop on Fundflow & Working Capital Management at EDII-TN on 28.12.2018

Waiting for perfect is never as smart as making progress." -Seth Godin, Author

FORTHCOMING PROGRAMMES



**WORKSHOP:
INCUBATION MANAGEMENT**

LEARN & LEAD
A One Day workshop for
Incubation Managers.

ORGANISING PARTNERS :

IITM
INCUBATION
CELL

itm
research
park

JANUARY 2019 | 9:30 AM - 5:30 PM |
IITM RESEARCH PARK, TARAMANI

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5th Edition
Elektrotec 2019
(An Event of CODISSA Inter Technology Centre)
An Electrical & Industrial Electronics Trade Fair
24th to 27th January 2019
CODISSA Trade Fair Complex, Coimbatore

Web : www.elektrotec.codissia.com

For Participation Contact, Mob:+919381131456 E-Mail : adict@editn.in



STARTUP ULA
An Initiative by EDII-TN

Dates: 8th and 9th
February 2019
Journey from Chennai to
Coimbatore via Vellore,
Salem and Erode

For further details Contact:
Email - celct@editn.in
Phone: 8754541894

Last date to register:
18-01-2019

Registration Fee: 1000/-

What do you gain?

- Opportunity to visit various successful Startups
- Interaction with successful CEO's of the Startups
- Mentoring from eminent mentors all through the ula
- Gain knowledge about Govt schemes relating to Startups
- Funding opportunities
- Networking Opportunity with fellow participants

Limited seats and participation by registration only

OTHER PROGRAMS

- NEEDS
- UYEGP-EDP
- TAHDCO-EDP
- Digital Marketing
- Export Import Procedures and Documentation
- Workshop on Coconut Based Industries
- Programme on Cultivation, Distillation and Marketing of Aroma based crops.



**ENTREPRENEURSHIP DEVELOPMENT &
INNOVATION INSTITUTE**
RFP FOR TAMIL NADU MSME REPORT 2019

EDII-TN invites technical proposals to bring out a MSME report providing comprehensive state of MSME development in Tamil Nadu including innovation, incubation & entrepreneurship.

Indian organizations/Institutes having proven expertise and established credentials in undertaking MSME surveys and preparing reports can apply. For further details, visit <http://editn.in/pages/view/request-for-proposal>.

Completed forms to be sent to: Joint Director (Incubation & Innovation), Entrepreneurship Development & Innovation Institute, Parthasarathy Koil Street, SIDCO Industrial Estate, Guindy, Chennai-600 032.

Last date for submission: 23.01.2019

Think wisely before you exercise an action. Having done so however, never look back and regret. That would be a shame" - Thiruvalluvar, Thirukkural

CONNECT WITH US



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