

January  
2019



News Letter  
Issue 29

# EDII-TN NEWS

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

## MESSAGE FROM THE DIRECTOR



I feel immensely happy to highlight that the year 2019 begins with two major initiatives for industrial fraternity and Startup Eco System in the State. Tamil Nadu Startup and Innovation Policy 2018-23, drafted by EDII-TN, has been released by the Hon'ble Chief Minister of Tamil Nadu on 19.01.2019 with an aim to create 5000 technology Startups and also generate one lakh employment opportunities in Tamil Nadu. Another most successful event of Government of Tamil Nadu, the Tamil Nadu Global Investors Meet 2019 attracted 3.4 lakh crores worth investments in different arenas for which MoUs were signed during the event. These efforts will ensure industrial development in a large spectrum and promise massive job opportunities in the State. In line with the prime objectives of Tamil Nadu Startup and Innovation Policy 2018-23, EDII-TN has been consistently working for the facilitation of Startup Ecosystem through various strategies and programs like college level IEDP, promoting Incubation centres and igniting young minds. Innovative ideas are nurtured and supported towards product development. Programs such as TNSI, ENANTRA for college students etc., are platforms for innovative Startups to commercialize their product in full swing which will pave the way for realizing the dreams of innovative minds. Tamil Nadu Innovation Grand Challenge is also on the cards in February 2019 which will provide an excellent space for professional Startups to showcase their prototypes.

Presently, Tamil Nadu stands second largest economy in the Country with the contribution of 8.4 percent to India's GDP. No doubt, the investments attracted during the TNGIM 2019 and the Startup and Innovation Policy 2018-23 will further enhance the overall economy of the State.

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

## Tamil Nadu Startup and Innovation Policy 2018-2023

The Tamil Nadu Startup and Innovation Policy 2018-2023 has been notified by the Government on 22-1-2019. The policy was drafted by EDII-TN and was approved by the cabinet and released by the Hon'ble Chief Minister on 19-1-2019 in the presence of Hon'ble Minister for Rural Industries Thiru.P.Benjamin, the Chief Secretary of Tamil Nadu Tmt.Girija Vaithiyathan I.A.S., Thiru. Dharmendra Pratap Yadav I.A.S., Secretary, MSME Department, Thiru. Dr.V.Irai Anbu I.A.S., Principal Secretary/ Director, EDII-TN and Tmt. R.V.Shajeevana, Additional Director, EDII-TN. Key features of the Policy are to encourage, facilitate and support emergence of at least 5000 technology Startups in the State, extend a dedicated support to at least 10 Global high growth Startups developing innovative technology solutions for high social impact, establish, support infrastructure and strengthen the existing mechanism in the thrust areas, brand Startup hubs in Geographically distinct locations in the State, etc., The policy will create a conducive eco system for encouraging Entrepreneurship and Innovation and ensure channeling of adequate resources to strengthen Startup eco system enabling skill development and inclusive job creation. The policy can be downloaded from the website - [www.editn.in](http://www.editn.in).



### Participation in Tamil Nadu Global Investors Meet 2019



EDII-TN had participated in the Tamil Nadu Global Investors Meet (TNGIM) on 23<sup>rd</sup> and 24<sup>th</sup> January 2019 in the Tamil Nadu State Pavilion at Chennai Trade Centre. A stall was allotted to EDII-TN in which activities and services of EDII-TN rendered to MSMEs and Startup eco systems were explained to the visitors. Handouts, News Letters and handbook of Tamil Nadu Startup and Innovation Policy were distributed to the people who visited EDII-TN stall. The Secretary, MSME and the Principal Secretary/Director,

EDII-TN visited the stall and instructed the officers of EDII-TN to ensure proper delivery of services to the general public. As many as 350 people visited the stall and obtained relevant information.

During TNGIM 2019, a Panel Discussion on 'Emerging Technologies – Investment Opportunities in Tamil Nadu' was held under the Chairmanship of Dr.Santhosh Babu I.A.S., Principal Secretary, Department of Information Technology, Government of Tamil Nadu. Tmt. R.V.Shajeevana, Additional Director, EDII-TN as one of the panel members, made a detailed presentation of The Tamil Nadu Startup & Innovation Policy 2018-23 which was well appreciated both by the dignitaries and the participants. A detailed outline focusing on the policy was presented during the discussion.



*The lethargic always accuses others of haste – Dr.V.Irai Anbu I.A.S.,*

## **Tamil Nadu Manufacturing Business Incubation Infrastructure Development Programme- Fifth Expert Panel Meeting**

The Fifth Expert Panel meeting of the ‘Tamil Nadu Manufacturing Business Incubation Infrastructure Development Programme’ was convened on 3rd January 2019 at EDII-TN under the Chairmanship of Principal Secretary/Director, EDII. All the nine EDII- TN supported Incubation Center Co-ordinators and Managers presented the progress made under the scheme. The Director EDII-TN had suggested that all the incubation centres adopt 24x7 functioning model to make use of the facilities available in the incubation centres at optimal level to the incubatees.



## **Start-up Ecosystem in Tamil Nadu - Research Studies Inception Meeting**



The inception meeting of the “Start-up Ecosystem-Research Study” was held on 4th January 2019 at EDII-TN, Chennai. The study has been awarded to IFMR LEAD. Principal Secretary/Director, EDII-TN chaired the meeting. The scope, methodology, detailed work plan, facilitations required from EDII-TN for the proposed study were discussed. Besides EDII-TN Officials, representatives from IFMR Lead and IITM Research Park also participated. The Director EDII-TN

suggested IFMR lead to prepare an evidence based action oriented report with some policy implications to the Government.

## **NEEDS Scheme EDP Training**

A 15 days EDP program for NEEDS beneficiaries was organized in EDII-TN Chennai in the month of January 2019 for 46 New Manufacturing and Service Entrepreneurs. The training program covered relevant areas like Business Plan Canvas, Business Plan Preparation, Marketing, Finance, Banking, Digital Marketing, Accounting & Tally, Legal Formalities, Government Tendering Process, Communication Skills, Design Thinking, Corporate Story Telling etc. On the last day of the program, the Principal Secretary/ Director, EDII-TN had interacted and obtained feedback from the trainees.



## **Meeting on ecosystem building and policy advocacy**



Prominent among the ecosystem building exercise and policy advocacy that EDII-TN has taken up currently is the meeting with Singularity University, which happened on Jan 2nd, 2019 at EDII-TN. Dharmista Rood - Senior Program Director, Community Leadership from the U.S. represented Singularity University accompanied by their Chennai Chapter representatives. EDII-TN team led by Tmt. Shajeevana, Addl. Director had a brainstorming discussion with the visiting guests on ways to promote E-Cells, Campus Ecosystem



building and promoting Startup International Conferences in partnership with them. Singularity University is a Silicon Valley think tank that offers educational programs and a business incubator. Singularity University Chapters facilitate vibrant local innovation ecosystems, whose participants focus on furthering the mission of leveraging exponential technologies to solve humanity's grand challenges.

### **Competition for School Students**

EDII-TN along with MADIEE organized two One-Day training-cum-competition on Learning through Board Games programmes at Anna University Regional Campus, Thirunelveli on 29.1.2019 and Alagappa University, Karaikudi on 31-1-2019. 48 students from 14 Schools participated in Thirunelveli and the students were trained on Entrepreneurial skills through Board games. In Karaikudi, 46 students from various schools participated in the event. Based on assessments over board games, three students were awarded cash prizes in both the events.



### **TNSI- Ideation Camps**



As part of the ongoing Tamil Nadu students Innovator Programme, EDII-TN organized three One-day Ideation Camps during the month. Ideation Camps are second level programmes in the series. Teams registered with the ideas for the TNSI were screened and potential teams were called for fine-tuning the ideas with the help of mentors. The programmes were organized at Chennai and Coimbatore.

### **Co-CreATe '19 - Humanistic Co-Design initiative**

EDII-TN has joined hands with SPI cinemas to launch the Co-create'19, a Humanistic co-design initiative with international partners from Jan 11-13, 2019. The programme is a collective effort of individuals, organizations and institutions to increase awareness and address issues faced by differently-abled in their daily walk of life and provide practical solutions. It focused on how designers, makers, and engineers can apply their skills in collaboration with people who have disabilities through the Humanistic Co-design Process to develop new and innovative assistive technologies. The event had Professors from Massachusetts Institute of technology, USA and students from various disciplines from MIT along with students, industry leaders and corporate executives from Tamil Nadu. The workshop brought together 80 participants, 12 people with disabilities, and 2 instructors. Ten teams have co-designed a practical assistive technology solution in the event.



*Thinking is the capital, Enterprise is the way, Hard Work is the solution – A.P.J. Abdul Kalam*

## **Business Plan preparation workshop**

EDII-TN conducted a two 2-day Business Plan Preparation Workshops during the month. The first programme was organised by Anna University Hub, Chennai. Mr NRR Vijayakumar, of FounderPassion, Coimbatore trained the participants on emerging business challenges and how to overcome failures through successful business tactics and models. The second programme was organized at Anna University Hub, Thirunelveli. The participants were provided guidance and training on how to enhance entrepreneurial skills and how to prepare a viable business plan.



## **EDII-Killikulam Agri- Business Incubation Forum - Project Management and Review Committee Meeting**



The first Project Management and Review Committee Meeting (PMRC) of the EDII-Killikulam Agri-Business Incubation Forum (EDII-PHBIF) was held on 9th January 2019 at Agricultural College & Research Institute (AC&RI), Killikulam under the Chairmanship of Dr.A.Ramalingam, Dean. Mrs.R.V.Shajeevana, Additional Director, EDII-TN participated in the meeting and shared her views on the further steps to be taken by the incubator. Dr.S.Suresh, Dean, AC&RI, Madurai, Mrs.D.Subathra Devi, M/s

Ecobuddy Exports, Tuticorin, Dr.T.Prabhu, Asst.Prof. AC&RI, Killikulam and Dr.K.G.Sabarathan, Asst.Prof. AC&RI, Killikulam also participated. Issues related to recruitment of EDII-KABIF Staff, procurement, fixation of fees for training programs and cluster identification were discussed in the meeting.

## **Participation in ELEKTROTEK 2019**

EDII-TN has been supporting startups/innovators for marketing/ commercialize their innovative products/technologies by way participating in international fairs/ events/ exhibitions held in India. The Objective of the participation is to create a constructive platform for the innovative startups/ commercially viable ideas of students from Tamilnadu in order to commercialise their technologies / product at global level. In this regard, EDII-TN will hire a bigger stall and accommodate the innovative startups/ ideas to display their products/technologies free of cost. As such EDII-TN had participated in ELEKTROTEK 2019 organized by CODISSIA at Coimbatore from 24th to 27th January 2019. Eight products/ technologies from incubators, Startups and colleges were displayed and they were able to get marketing access for their products/ technologies.



*People ask the difference between a leader and a boss. The leader leads, and the boss drives - Theodore Roosevelt*



## MASS MEDIA OUTREACH PROGRAMMES



Dissemination of information is an important aspect for the promotion of Self Employment avenues and industrial sector. In this regard, EDII-TN regularly broadcast a program in All India Radio (FM Rainbow) on Wednesdays from 4.45-5.00 pm titled 'Thozhilum Vaazhvu'. During the month, five broadcasts covering various aspects have been made successfully.

## OTHER TRAINING PROGRAMS



Training on Export and Import Documentation Procedures at EDII-TN from 2<sup>nd</sup> to 4<sup>th</sup> January 2019.



Enterprise Clinic is conducted across Tamil Nadu to benefit entrepreneurs and help them in their business.



'Awareness on Risk and Insurance' program was conducted at Tiruchirapalli on 22.1.2019



One day Entrepreneur Awareness Camps were conducted at Madurai, Erode and Manapparai.



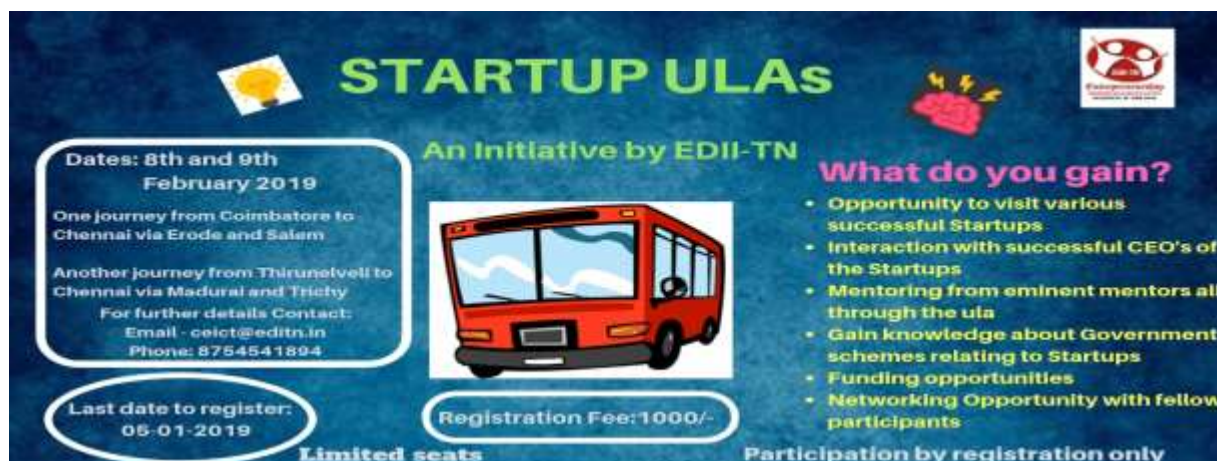
A Six days MUDRA – EDP for Thiruvannamalai District has been conducted from 23.01.2019 to 30.01.2019 for 35 beneficiaries



One day Cluster Awareness Program for Pathamada Mat manufacturers at Thiruchirapalli on 21.01.2019 to explore the possibilities for creating a Cluster.

*Tough times never last, but tough people do - Robert H. Schuller*

## FORTHCOMING PROGRAMMES



**STARTUP ULAS**  
An Initiative by EDII-TN

**Dates:** 8th and 9th February 2019

One journey from Coimbatore to Chennai via Erode and Salem

Another journey from Thirunelveli to Chennai via Madurai and Trichy

For further details Contact:  
Email - [ceict@editn.in](mailto:ceict@editn.in)  
Phone: 8754541894

**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 Government schemes relating to Startups
- Funding opportunities
- Networking Opportunity with fellow participants

Last date to register: 05-01-2019

Registration Fee: 1000/-

Limited seats

Participation by registration only



**Leadership Course for Business Incubators -**  
New Dimensions in Technology and Business Management

Module 4: Chennai | Feb 7-9, 2019

Successful completion of Module 1 at Coimbatore, Module 2 at Bengaluru and Module 3 at Trivandrum & Kochi

Let's replicate the success for the final leg

## OTHER PROGRAMS

S.No	Name of the Program	Date	Fee
1	Export Import Documentation procedures	4 - 6 Feb 2019	5000
2	Digital Marketing	19.02.2019	1000
3	Startup Ulas	8-9 Feb 2019	1000
4	EDP - UYEGP beneficiaries	25 <sup>th</sup> Feb – 1 <sup>st</sup> Mar 2019	NIL
5	EDP – NEEDS beneficiaries	25 <sup>th</sup> Feb – 1 <sup>st</sup> Mar 2019	NIL
6	Capacity Building Training for IC & DIC officers/ Staff	6 <sup>th</sup> – 8 <sup>th</sup> Feb 2019 13 <sup>th</sup> – 15 <sup>th</sup> Feb 2019	NIL
7	Design Clinic for Pitch fest	02 <sup>nd</sup> Feb 2019	NIL
8	ENANTRA – Unconference, Startup Pitchfest, 6 Degree Talk, etc.,	7 <sup>th</sup> -10 <sup>th</sup> Feb 2019	NIL

For further details on EDII-TN programs, please log on to [www.editn.in](http://www.editn.in)

*"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying." – Jeff Bezos*



## CONNECT WITH US



### **Entrepreneurship Development and Innovation Institute**

(An autonomous Body of the Government of Tamil Nadu)

Parthasarathy Koil Street,

SIDCO Industrial Estate, Guindy,

Chennai-600032 TN INDIA

Web : [www.editn.in](http://www.editn.in), Email: [admin@editn.in](mailto:admin@editn.in)

Twt: <https://twitter.com/edichennaitn>

Fbk: <https://www.facebook.com/Entrepreneurship-Development-InstituteTamil-Nadu>

Location : <https://goo.gl/maps/tKvDKEzMQKR2>

Tel : +91-44-2225-2081/82/83/84

Fax : +91-44-2225-2085