

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**

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



Entrepreneurship Development and Innovation Institute

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