



Government of India  
Ministry of Commerce and Industry  
Department for Promotion of Industry and Internal Trade

#startupindia

# STATES' STARTUP RANKING 2021

## TAMIL NADU

Leader







## Table of Contents

<b>States' Startup Ranking 2021 Results.....</b>	<b>4</b>
<b>Tamil Nadu Startup Ecosystem .....</b>	<b>5</b>
1.1 Introduction .....	5
1.2 Highlights of Tamil Nadu Startup Ecosystem .....	7
<b>Reform Area Wise Assessment.....</b>	<b>8</b>
2.1 Institutional Support .....	8
2.2 Fostering Innovation and Entrepreneurship .....	13
2.3 Access to Market.....	16
2.4 Incubation Support .....	20
2.5 Funding Support .....	22
2.6 Mentorship Support .....	24
2.7 Capacity Building of Enablers .....	26

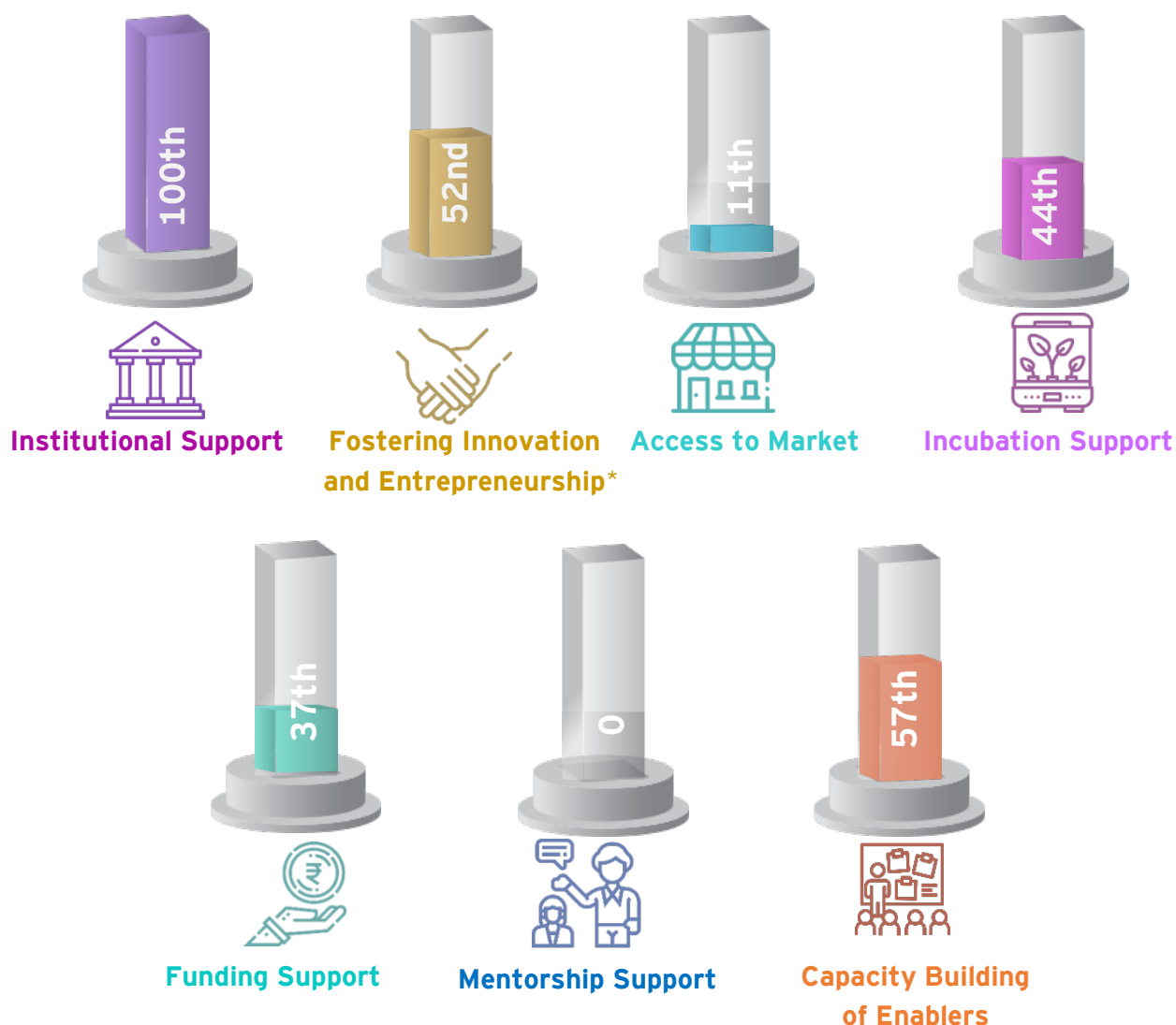




# States' Startup Ranking 2021 Results

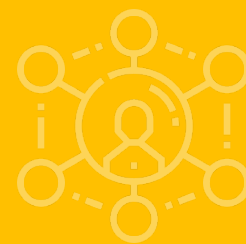


Tamil Nadu has participated in 23 out of the 26 Action Points of Startup Ranking Framework 2020. The status of Tamil Nadu's performance in each of the Reform Area has been graphically represented below. Data presented is the percentile score, which is the relative performance of the State in each Reform Area as compared to other participating States/UTs. For example, if Tamil Nadu has a score of the 100th percentile in the 'Institutional Support' Reform Area, this implies that the State has scored higher than 100% of the participating States/UTs in that Reform Area.



**Tamil Nadu** has been evaluated across seven Reform Areas that have a significant contribution towards propelling the startup ecosystem in Tamil Nadu. The State has shown remarkable performance through 'Institutional Support', 'Fostering Innovation and Entrepreneurship', and Capacity Building for Enablers'. The range of impact generated through 'Access to Market', 'Incubation Support' and 'Funding Support' is also commendable. Detailed analysis with insights into the initiatives taken by the State to promote its startup ecosystem are discussed in the subsequent sections.

\*The evaluation has been done on submissions made by States/UTs and data available with Startup India, DPIIT.



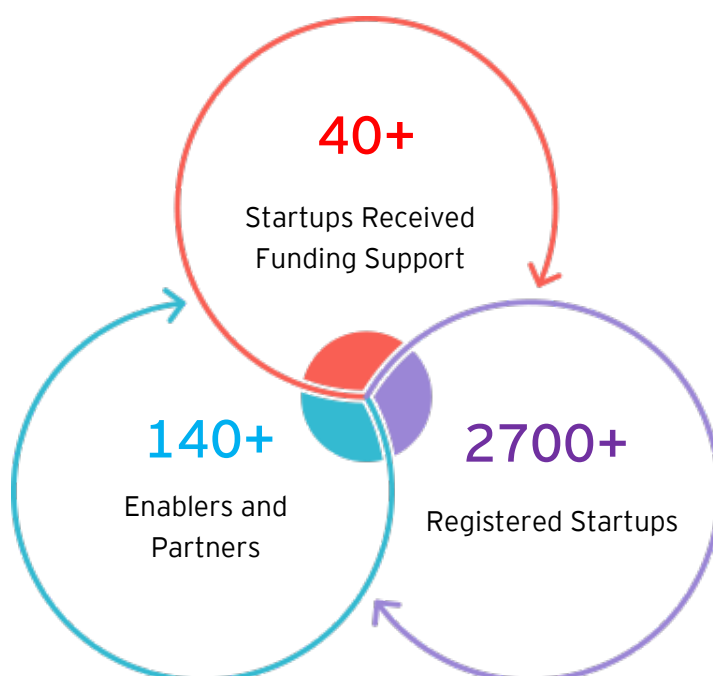
# Tamil Nadu Startup Ecosystem

## 1.1 Introduction

The Government of Tamil Nadu launched its Startup Policy with a mission “to create, support and nurture a vibrant startup ecosystem in Tamil Nadu resulting in innovation and entrepreneurship driven employment and economic growth, facilitating the creation of at least 5000 startups including 10 global high growth startups by 2023”. The vision of the State’s startup policy launched in 2018 is “to make Tamil Nadu a Global Innovation Hub and the most preferred destination for startups by 2023”(refer to Figure A for achievements of Tamil Nadu startup ecosystem). In addition to sharing its startup policy, the Tamil Nadu Government has also defined the “Core policy objectives” which include:

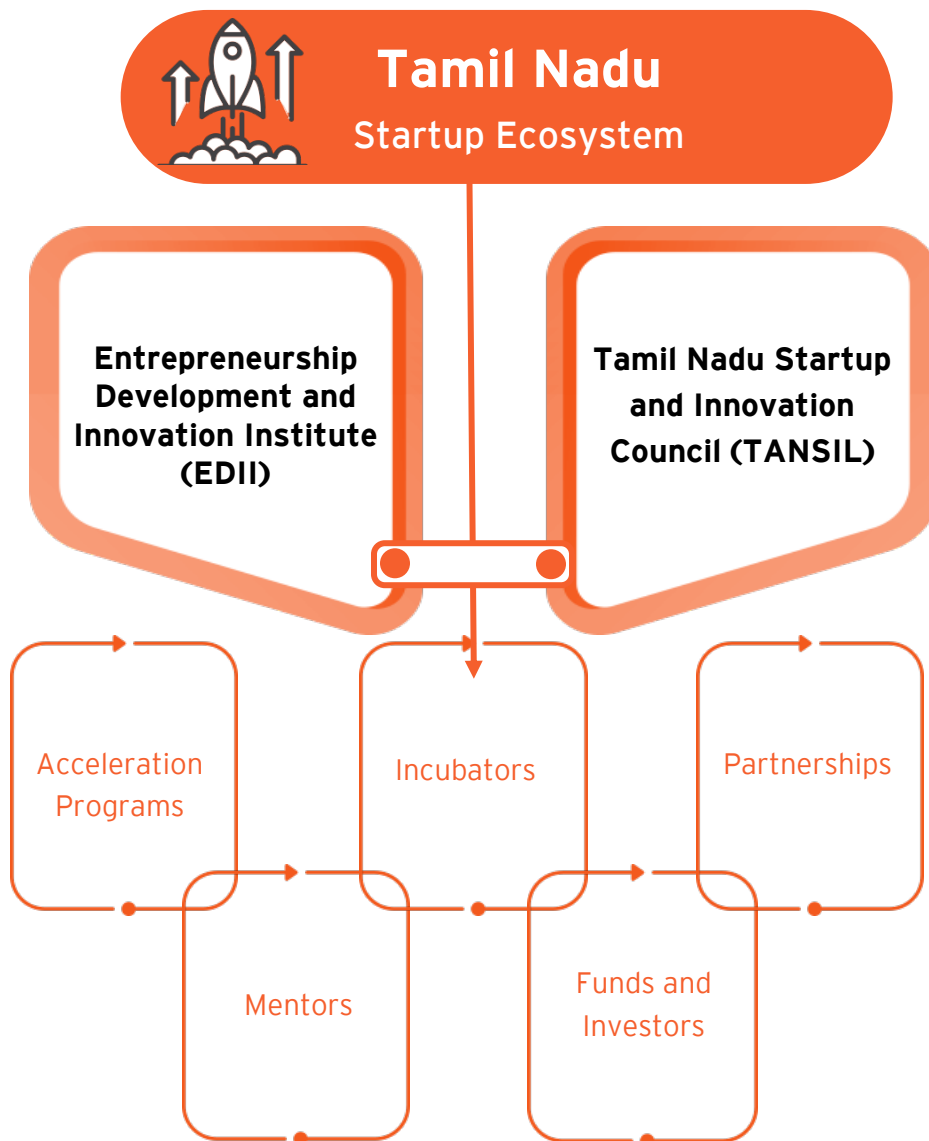
- ❖ Encourage, facilitate and support the emergence of at least 5000 technology startups in the State
- ❖ Extend dedicated support to at least 10 global high growth startups developing innovative technology solutions for high social impact in sectors like sanitation, food, clean energy, healthcare, and education
- ❖ Establish support infrastructure and strengthen the existing mechanism in the thrust areas: Transportation & Logistics, Electrical & Electronics, Health Care and Biotech, Agriculture, Renewable energy, Climate change, Fintech, Textile, Information Technology (IT), Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and Software-as-a-Service (SaaS)
- ❖ Network (public and private) stakeholders
- ❖ Collaborate with educational institutions to promote entrepreneurship among the youth
- ❖ Maximise industry engagement
- ❖ Provide adequate incentives and resources to startups, facilitators, mentors and investors to promote startup culture
- ❖ Reduce the existing regulatory and tax burden on startups in the field of labour, pollution and building norms and base these on self-certification
- ❖ Nurture budding startups defined as START STEPs to graduate into startups
- ❖ Partner with reputed investors across India and the globe to invest in Tamil Nadu startups
- ❖ Brand startup hubs in geographically distinct locations - Chennai, Coimbatore, Salem-Erode, Madurai, Trichy-Thanjavur, and Tirunelveli

Figure A: Achievements of Tamil Nadu startup ecosystem



Tamil Nadu Startup and Innovation Council (TANSIL), the Government of Tamil Nadu is the agency for the startup ecosystem in the State and is supported by a strong network of incubators as well as various other stakeholders (refer to Figure B for the flowchart of Tamil Nadu Startup Ecosystem).

Figure B: Flowchart Of Tamil Nadu Startup Ecosystem

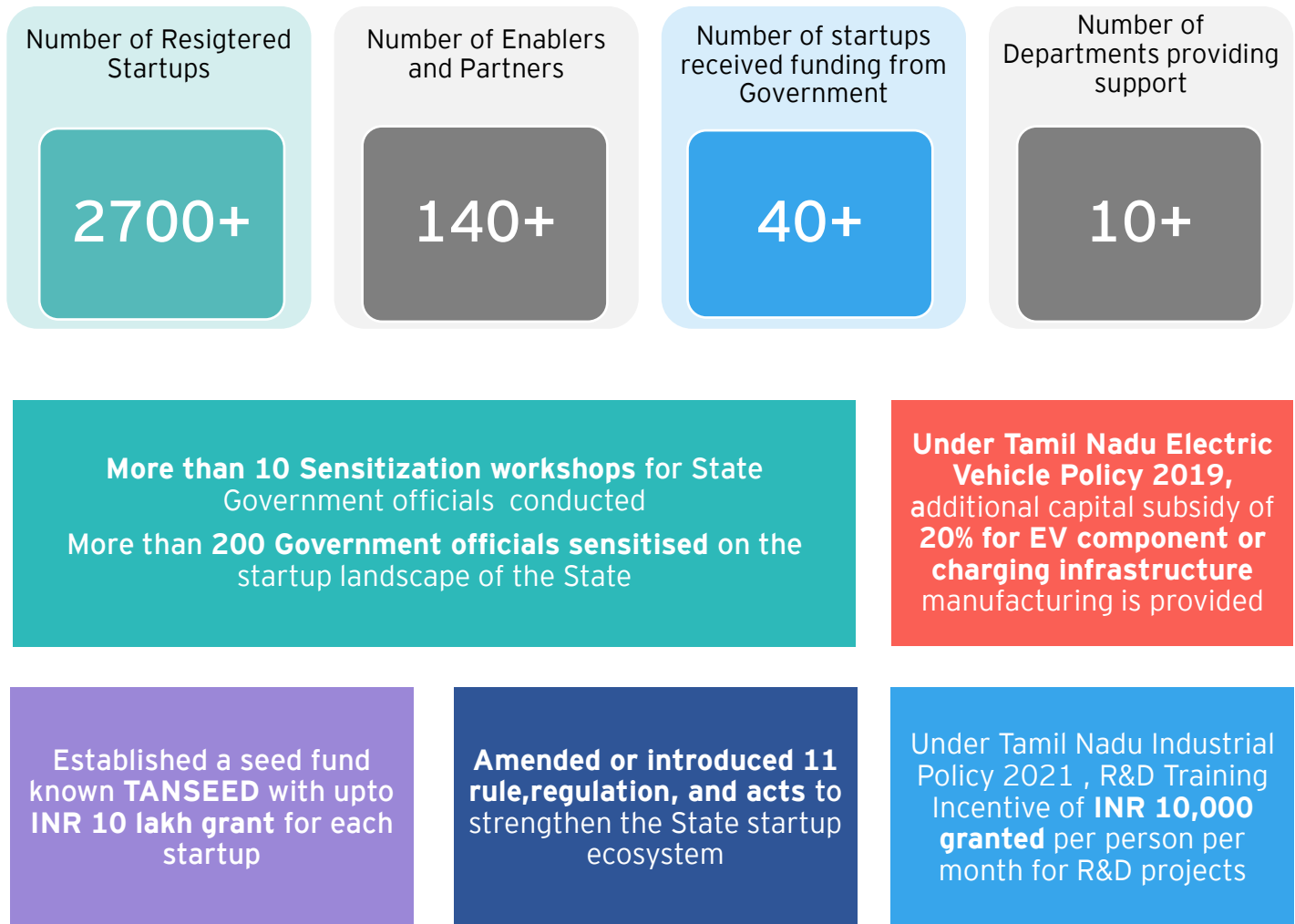


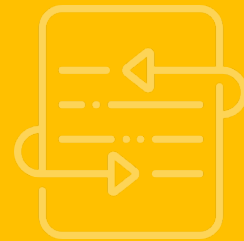


## 1.2 Highlights of Tamil Nadu Startup Ecosystem

The Government of Tamil Nadu has undertaken several initiatives to boost more than 2700 registered startups (refer to Figure C for the impact of initiatives undertaken by the Government of Tamil Nadu).

Figure C: Highlights of Tamil Nadu Startup ecosystem



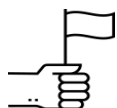


# Reform Area Wise Assessment



## 2.1 Institutional Support

Institutional Support focuses on the execution and facilitation of the State/UT's startup policy through a comprehensive portal and specific incentives provided by various Government stakeholders. This Reform Area focuses on the access to information for startups on the State-supported initiatives. It analyzes whether a particular State/UT has a functional startup portal offering single window solutions for all startup ecosystem stakeholders. A holistic startup portal offers services ranging from startup registration to an efficient grievance redressal mechanism in making information accessible and inclusive through the functionality of local languages. A special focus has been drawn towards women-led startups with specially tailored incentives and schemes to ensure equitable implementation. The Reform Area also emphasizes on institutionalized support provided to the startups from various State/UT Government departments.



### 2.1.1 Key Initiatives

The State of Tamil Nadu facilitated a comprehensive startup portal that acts as a registry and repository of key information, with all the necessary features catering to all the stakeholders of the State's startup ecosystem and offers a one-stop solution for emerging startups in the State.

Startup Tamil Nadu (<https://startuptn.in/>) is the official website for all information relating to startups in the State (refer to Figure D). The portal can be accessed in English and Tamil languages (refer to Figure E).

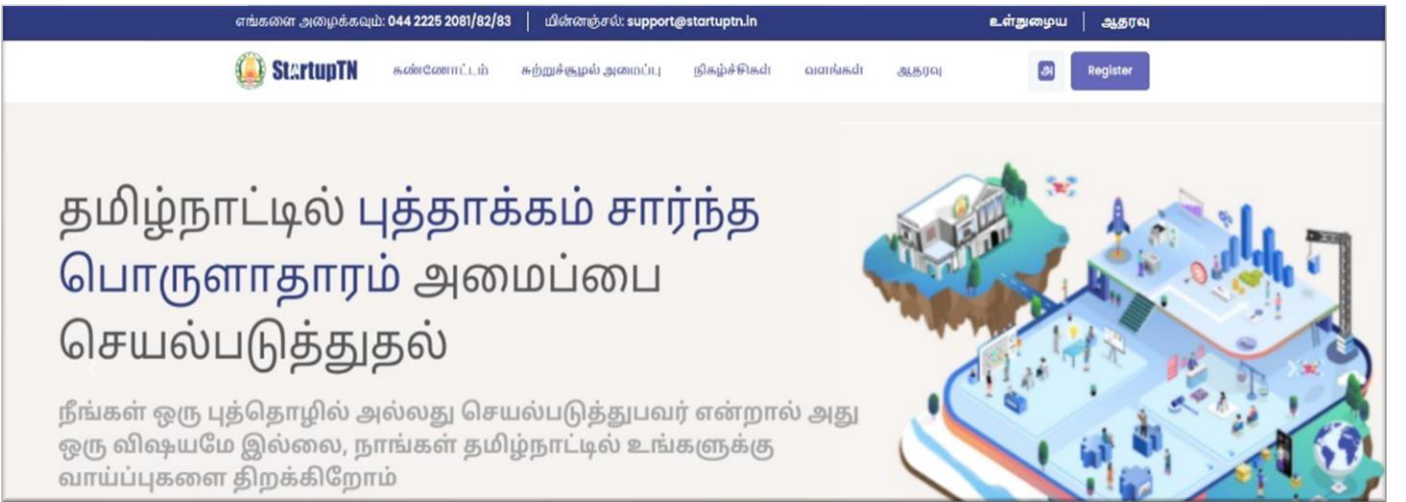
MSME policy 2021 of the State promotes social and economic entrepreneurship among SC/ST, transgender and women entrepreneurs. This policy document is available on the startup portal of the State.

The Department of Micro, Small and Medium Enterprises, Government of Tamil Nadu is the nodal department and Tamil Nadu Startup and Innovation Mission is the State Nodal agency for the development of the startup ecosystem in the State.

Figure D: Homepage of Tamil Nadu startup portal<sup>1</sup>



Figure E: Homepage of Tamil Nadu startup portal in Tamil Language<sup>1</sup>



StartupTN is a comprehensive startup portal comprising information, such as:

1. State Startup Policy
2. Information on nodal department and dedicated team (refer to Figure F)
3. State-level approvals and clearances
4. Startup Registration with API integration with Startup India Hub (refer to Figure G)
5. Detailed support on - Funding, New/Amended Rules/Regulations
6. Detailed Guidelines for Public Procurement support to startups
7. Details of departments providing institutional support to startups
8. Mentorship support available with the procedure to connect with mentors
9. List of incubators and procedures to connect
10. Dedicated helpline or call centres for startups
11. Translation feature to translate the entire content to local languages
12. Online Grievance redressal system



**StartupTN**

<sup>1</sup> "Homepage" Startup Tamil Nadu website <https://startuptn.in/> accessed 14 March 2022



Figure F: Dedicated Team for StartupTN Portal<sup>2</sup>

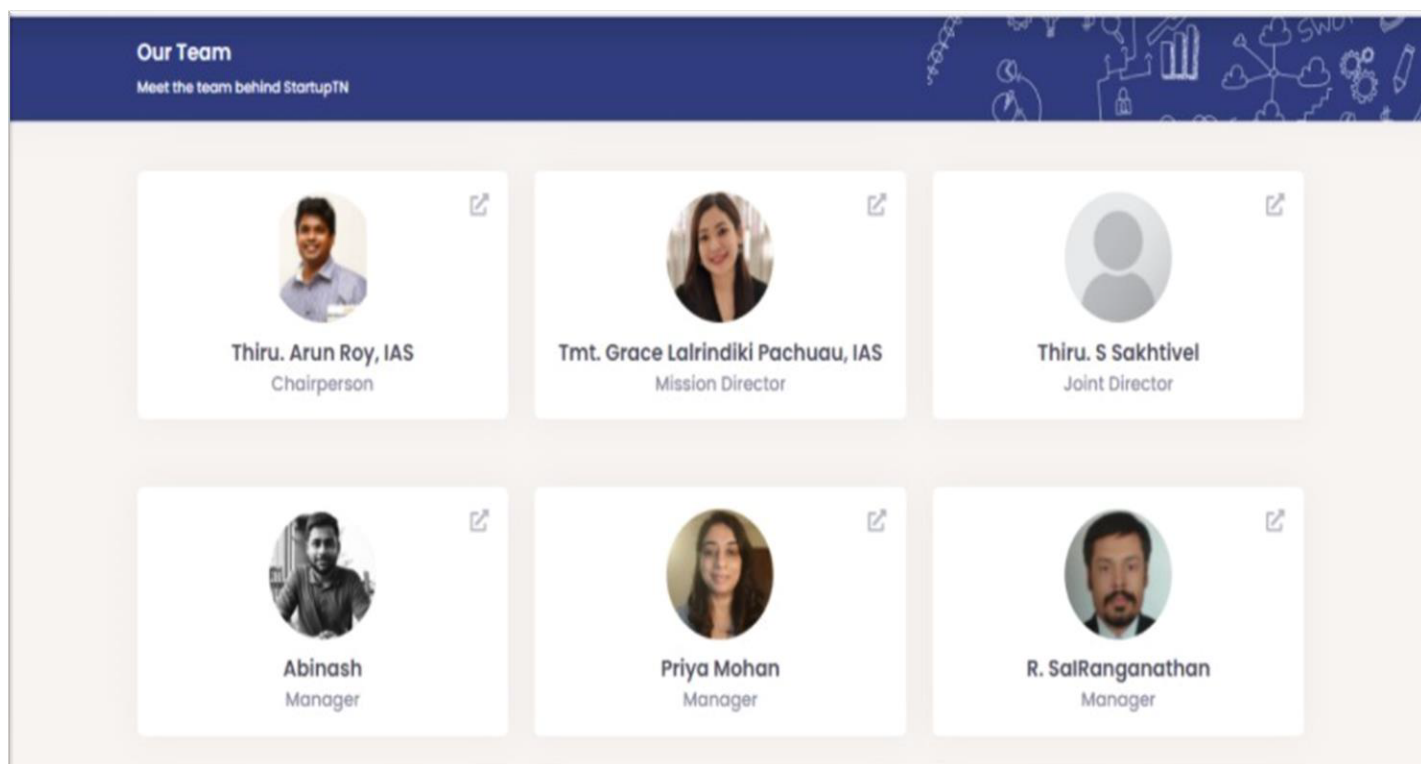
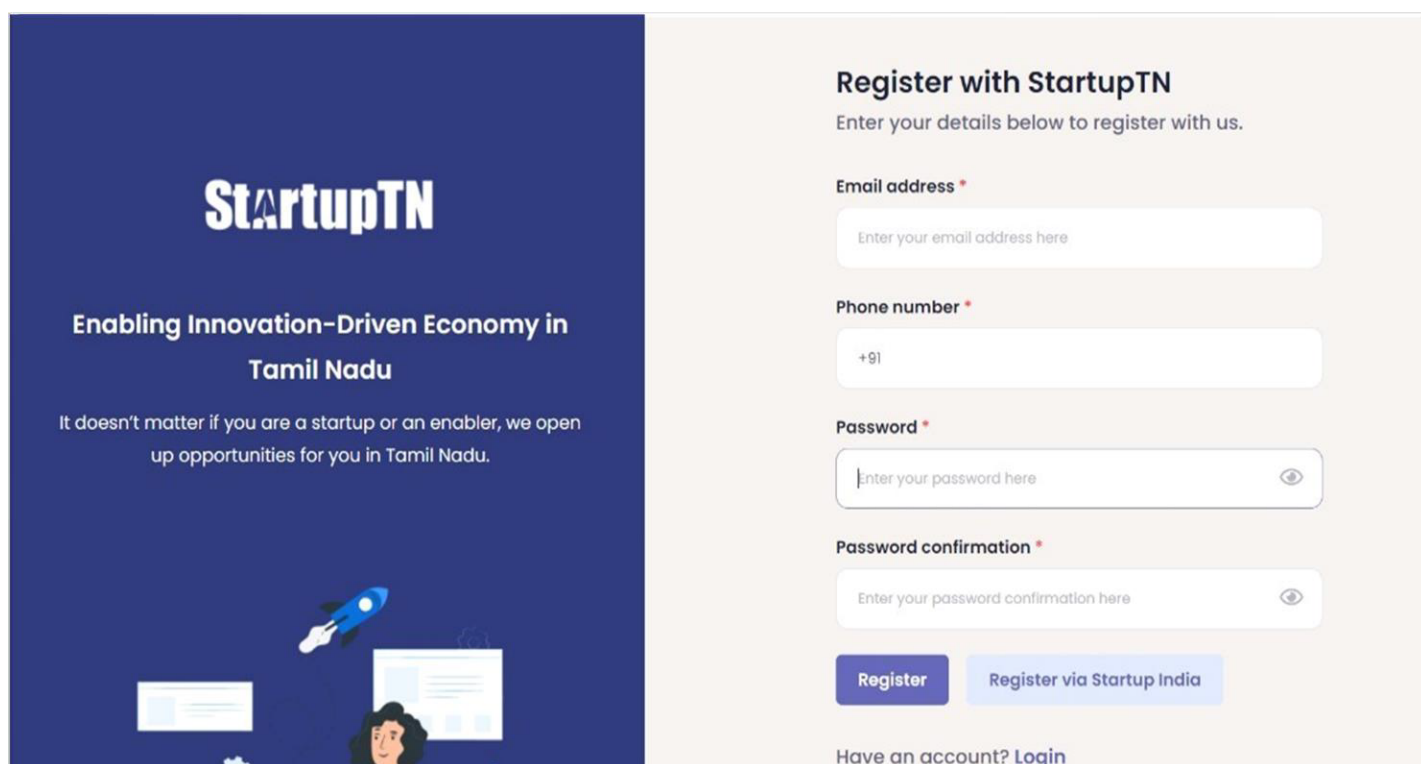


Figure G: Registration page on StartupTN Portal<sup>3</sup>



<sup>2</sup> "Our team" Startup Tamil Nadu website <https://startuptn.in/our-team/>  
Accessed 14 March 2022

<sup>3</sup> "Register" Startup Tamil Nadu website <https://startuptn.in/auth/registration/signup/>  
Accessed 14 March 2022

Startup Tamil Nadu facilitated a Grievance Redressal Mechanism for startups to raise and track their queries on several options such as incubation support, funding support, public procurement grievances, regulatory issues, technical assistance, etc (refer to Figure H).

Figure H: Startup Tamil Nadu website with provision for Grievance Redressal<sup>4</sup>

The State has promoted industrial estates for women entrepreneurs and given priority to differential incentives and concessions to women-led startups, to unleash the potential of women entrepreneurship.

The Government of Tamil Nadu has collaborated with the State Government department to initiate the Tamil Nadu Blockchain Policy 2020, to help provide institutional support to startups<sup>5</sup>. Around 10 Government Departments of the State-supported the emerging startups in terms of providing technical advisory, incubation, funding and mentoring assistance, etc (refer to Figure I).

Figure I: List of Departments providing support to Startups in the State<sup>5</sup>

<div> <span>StartupTN</span> </div> <div>OverviewEcosystemProgramsResourcesSupport</div> <div>EnRegister</div>				
<div>Departments providing support to startups</div> <div>Explore, Connect &amp; Grow Together</div>				
No	Organization	Department	Description Of Support	Supporting Docs
1	Guidance Bureau	Industries Department	American Tamil Entrepreneurs Association (ATEA) has launched the Guidance - ATEA Digital Accelerator Programme during January-July 2021 and supported 16 startups with mentorship assistance and 5 startups with reimbursement based grants worth INR 5 crore.	<a href="#">G.O. and beneficiary Documents</a>
2	TIDEL Park Ltd	Joint Venture of TIDCO, Industries Department and ELCOT, IT Department	TIDEL Park Ltd. has invited expressions of interest from eligible institutions to partner with them to promote startups through TIDEL Thulir - Startup Incubation Centre. The period for sending EoI was from 05.03.2021 to 05.04.2021.	<a href="#">Notification</a>
3	Tamil Nadu Police	Department of Home, Prohibition and Excise	Cyber Arangam Initiative by Tamil Nadu Police, with the technical advisors from IIT Madras, conducted a Hackathon event on 23-Nov-2019 in Chennai. The task was to attack and defend a server. The team from SSN college won the first prize. Two teams got the second prize and three teams got the	<a href="#">Event Report</a>

<sup>4</sup> "Grievance Redressal", *Startup Tamil Nadu website*, <https://startuptn.in/grievance-mechanism/> accessed 14 March 2022

<sup>5</sup> "Departments providing support to startups", *Startup Tamil Nadu website*, <https://startuptn.in/govtsupport/> accessed 14 March 2022



## 2.1.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### *Policy Intervention<sup>6</sup>*

- ❖ Apart from the interventions for startups at the State level, specific departments of the State may also come up with startup-related incentives and relaxations to support the startup ecosystem. The State may encourage its departments to come up with startup-specific policies and rules to support the startup ecosystem, especially in the wake of the COVID 19 pandemic.

### *Digital Infrastructure<sup>7</sup>*

- ❖ The Government may publish the events organised in a separate notification category. The details regarding the latest events could be displayed on the homepage banners to highlight and make the visitors more informed of these events.



<sup>6</sup> Policy Intervention - Actions that involve policy-related engagement by the State

<sup>7</sup> Digital Infrastructure - Actions that involve improvement or enhancement for access to information by the State on the public domain to support startups





## 2.2 Fostering Innovation and Entrepreneurship

Fostering Innovation and Entrepreneurship seeks to encourage the spirit of innovation among aspiring students and rural entrepreneurs. It focuses not only on the assessment of the total number of registered startups in each State/UT, which is a direct result of the State/UT support but also on the regulatory reforms undertaken to support startups in disruptive sectors. This Reform Area assesses the extent to which Higher Educational Institutes (HEIs) have been engaged in providing support to student entrepreneurs. It also highlights the value of innovation through disruption and promotes State-supported technological disruption to help drive innovation.



### 2.2.1 Key Initiatives

The State startup portal has been instrumental and dynamic in easing the procedure of registration with comprehensive details available for the users. The State has more than 2700 registered startups.

The State conducted several programs in HEIs to nurture the upcoming generation of entrepreneurs. Startup Conclave on MakeinTN was a quadra event organized at Periyar University Business Incubation Confederation. It included Startup Demo day and chat sessions. It also focused on innovation and entrepreneurship, with forerunners of the field meeting the startups to provide insights on the real-time action towards the betterment of the ecosystem.

Figure J: Startup Conclave on #Makein TN



The State has identified the need for the introduction of new amendments to the existing rules, regulations, and acts to strengthen the startup ecosystem by providing support to disruptive sectors, with an effort to adopt emerging technologies across various sectors. These policies include fiscal and non-fiscal incentives.

Some of the rules, regulations or acts amended or introduced by the State are:

### Tamil Nadu Industrial Policy, 2021

- ❖ The State has collaborated both public and private sector ventures to improve access to sustainable finance for industries through equity financing, industrial ecosystem fund, R&D (Research and Development) fund and venture capital fund
- ❖ Special incentives to manufacturing industries and industrial parks: capital subsidy, industrial housing incentive and green industry incentive
- ❖ Special incentives to R&D: training incentive of INR 10,000 per person per month for R&D projects

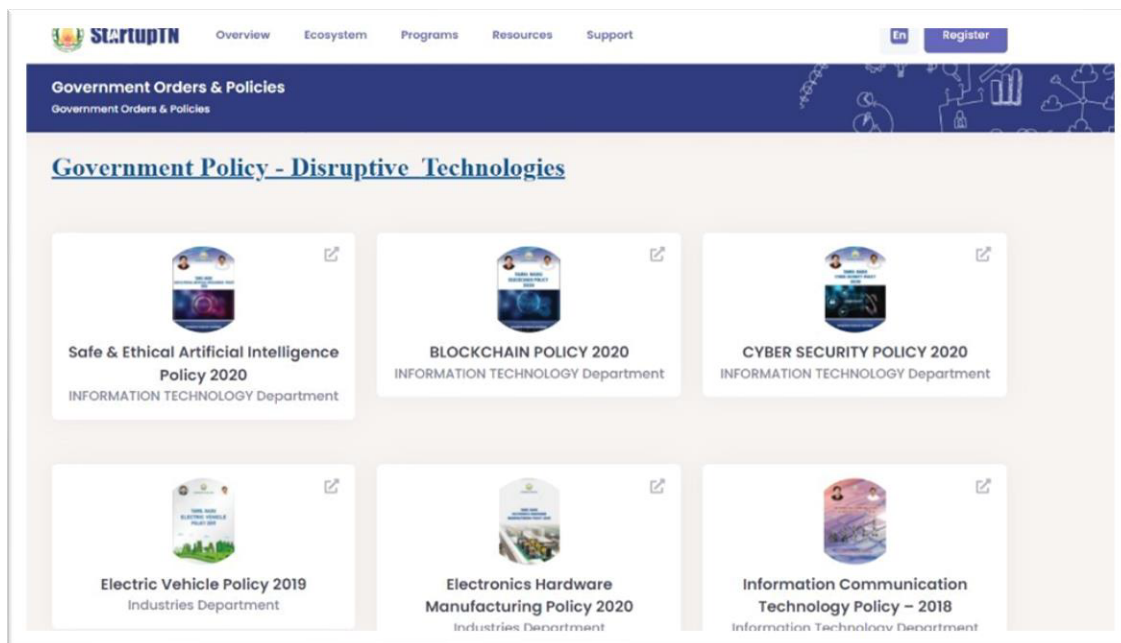
### Tamil Nadu Electric Vehicle Policy, 2019

Special Incentive with an additional capital subsidy of 20% for EV (Electric Vehicle) component or charging infrastructure manufacturing

### Tamil Nadu Electronic Hardware Policy, 2020

- ❖ Setting up of Electronics Testing Centre to support startups
- ❖ Financial support for operating incubation and acceleration programmes
- ❖ Innovation Grants and Seed Capital investments for hardware products and ventures

Figure K: Policies Available On The State Startup Portal<sup>8</sup>



<sup>8</sup> "Government Orders & Schemes" *Startup Tamil Nadu website*  
[https://startuptn.in/Government\\_Orders\\_Policies/](https://startuptn.in/Government_Orders_Policies/) accessed 14 March 2022



## 2.2.2 Way Forward

The State may prioritize actions based on the suggestions below, to further strengthen the startup ecosystem.

### Capacity Building<sup>9</sup>

- ❖ The startups and the students from HEIS could be included in the workshops with case studies on the latest rules, regulations, and acts to support the startups in the disruptive sectors and their effect on the ecosystem. Government departments could also be part of these workshops for effective knowledge dissemination.



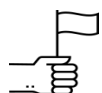
<sup>9</sup> Actions that involve support extended by the State to conduct programs and workshops for ecosystem stakeholders.





## 2.3 Access to Market

This Reform Area seeks to encourage the State/UT Government to ease participation in the public procurement process for startups and become an enabler in connecting startups with private stakeholders. The States/UTs are evaluated based on the support provided by them to startups through the organization of showcase opportunities such as Demo-Day, Buyer-Seller Meet, National and International Events, and relaxation in rules for Government work orders. The aim is to steadily increase the number of work orders awarded to startups by helping them be at par with the established players in their respective sectors.



### 2.3.1 Key Initiatives

The State Government provides relaxation to startups to encourage participation in the public procurement process. The State Government has exempted the startups from the criteria of "Prior Turnover", "Prior experience", and "Submission of Earnest Money Deposit (EMD)". Tamil Nadu Startup and Innovation Mission acts as a public procurement information centre for startups.

Tamil Nadu has conducted various programs to encourage startups to participate in public procurement. The State has provided an international level Showcase opportunity "SaaStock 2019" for Tamil Nadu based SaaS entrepreneurs to showcase the SaaS ecosystem of Tamil Nadu at the global level.

Figure L: SaaStock 2019

**SaaStock 2019**

**Delegation of Startups to Dublin, Ireland**

SaaStock is an annual SaaS conference, which was held in Dublin, Ireland on October 14 - 16, 2019 with more than 4000+ attendees from 50+ countries participating (including 250+ exhibitors and 300+ Venture Capital firms). TANSIM, EDII-TN sponsored a delegation of 8 TN based SaaS entrepreneurs and ecosystem builders to showcase the SaaS ecosystem of TN in the international arena. SaaStock delegation enabled the startups to get actionable insights and guidance from leading experts.



Tamil Nadu Government will sponsor 90% of the Delegation cost

SaaS Entrepreneurs with Global SaaS Vision can apply

For more details & registration [bit.ly/saastocktn](http://bit.ly/saastocktn)

fb.com/EDITamilNadu

Yourstory article : <https://yourstory.com/2019/08/saas-scale-opportunity/amp>

The State has conducted GeM portal and hackathon events for startups to encourage a greater number of startups to participate in the public procurement processes and increase their product/service visibility across the nation.

### GeM Portal Workshop

StartupTN conducted a two hour Government e-Marketplace (GeM) Workshop for startups on 29 June 2021. The objective of this workshop was to encourage TN startups to register with the GeM portal to enable the startups to offer their products to Government and PSU buyers.

Figure M: GeM Portal Workshop conducted for startups



Figure N: GovTech Thon 2021

### GovTech Thon 2021 (Open Innovation Challenge 2.0)

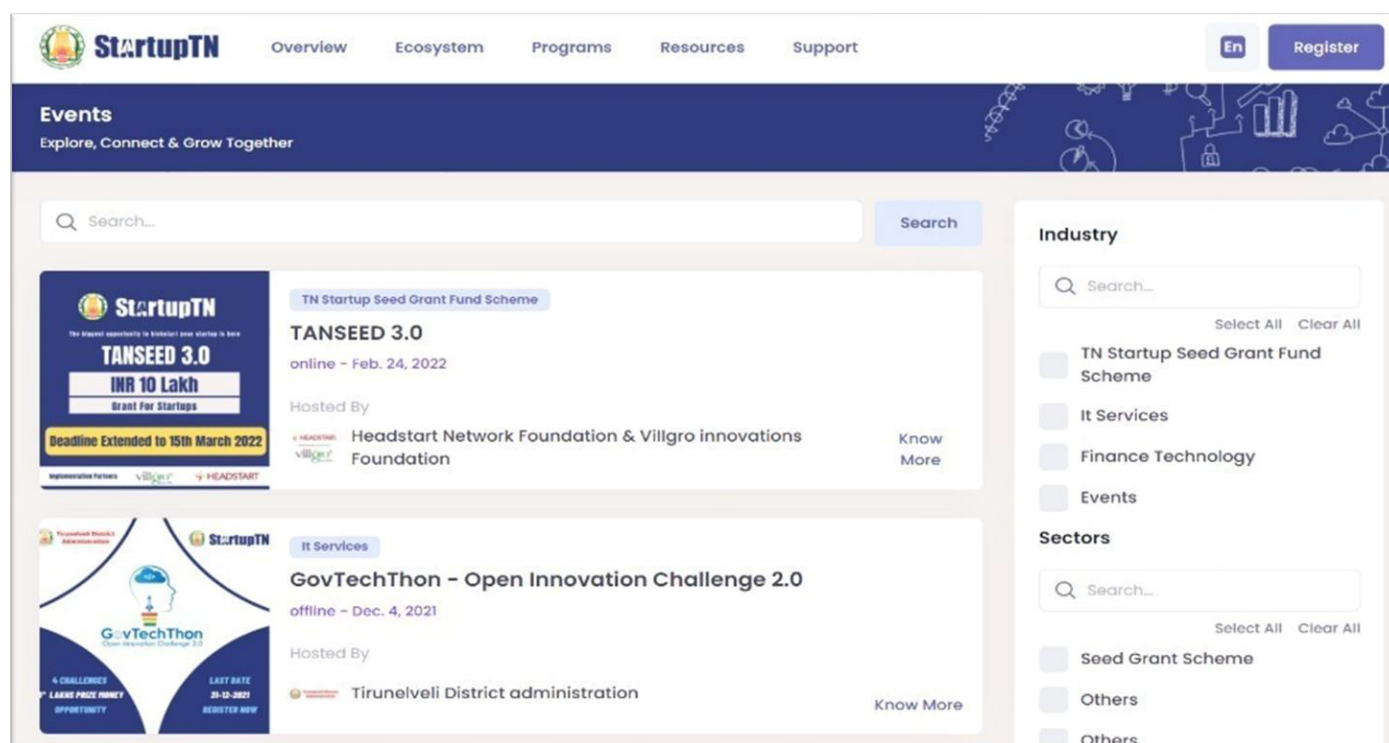
GovTech Thon envisaged finding solutions that promote efficiency and high-quality service delivery in Government agencies, by leveraging the power of innovation. The students, coders, developers, designers, engineers, data scientists, and industry experts, academia were invited to this hackathon for developing technology solutions to the challenges



The State Government has awarded more than **5 work orders** or purchase orders to startups worth **INR 54 Lakhs**. The initiatives taken by the State to promote public procurement has led to:



Figure O: Events reports published through the State startup portal<sup>10</sup>



<sup>10</sup> "Events" Startup Tamil website <https://startuptn.in/events/> accessed 14 March 2022



### 2.3.2 Way Forward

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The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

#### *Capacity Building*

- ❖ In addition to events organized by the State for creating market access for the startups, the State may organize additional events or programs with a focus on international markets and opportunities.
- ❖ The State of Tamil Nadu could organize activities or programs to assist in COVID 19 relief measures by sourcing from startups. Highlighting such startups and activities may encourage others to enter and innovate in the field of health and health technology.







## 2.4 Incubation Support

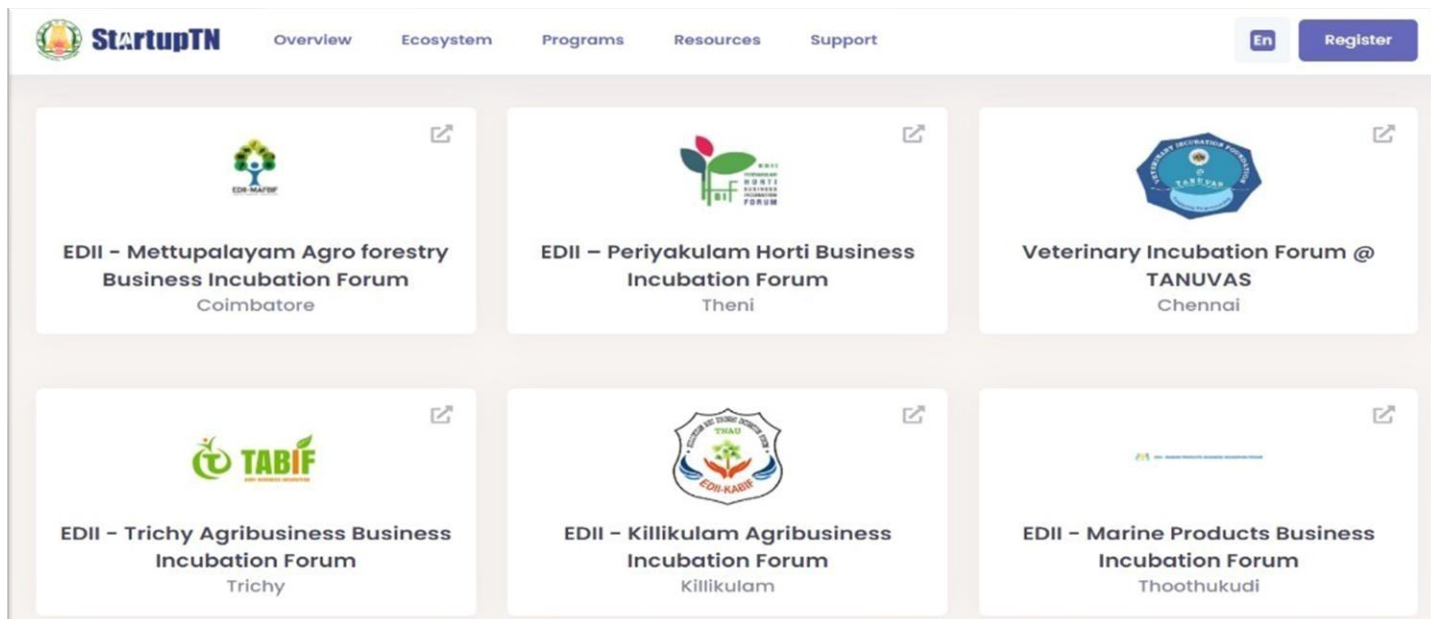
Incubation support is provided in the form of financial and infrastructural support to startups and State-supported incubators. The State/UT Governments have been supporting incubators to set up or upgrade existing facilities through funds and incentives to enhance the incubation infrastructure. This Reform Area also aims at ensuring proportionate utilization of the incubation capacity of the State-supported incubators. The support provided by the State/UT to the incubators through programs and incentives will in turn help startups in scaling up and thereby, contribute to the growth of the State/UT startup ecosystem.



### 2.4.1 Key Initiatives

Tamil Nadu has built a thriving startup ecosystem by supporting incubators and helping to create a steady stream of new innovative ideas and startups. 16 incubators have been established/upgraded/supported through State Government EDII-TN, Software Technology Park of India (STPI) and Tamil Nadu Startup and Innovation Mission (TANSIM). All the information regarding State-supported incubators is available on the State startup portal (refer to Figure P).

Figure P: List of State Supported Incubators<sup>11</sup>



<sup>11</sup> "State Supported Incubators", *Startup TN website*, <https://startuptn.in/statesupported/incubators/> accessed 20 March 2022





## 2.4.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### Handholding Support <sup>12</sup>

- ❖ Going forward, the State could continue in this direction by increasing the reach of the existing programs. The State may further increase the number of such programs so that more startups can avail support.
- ❖ The State may leverage the virtual format for holding seminars and discussions, to extend the reach of its programs. In this way, the State could take advantage of this opportunity to connect with stakeholders outside the State as well as outside the Country.



<sup>12</sup> Actions that include support provided in terms of mentorship and incubation.



## 2.5 Funding Support

All startups require timely availability of funding for their growth. This Reform Area encourages various State/UT Governments to establish either Seed or Venture funds or Fund of Funds for startups. It also focuses on the access to these funds established by the State/UT Government. A special focus has been given to initiatives and programs undertaken for connecting startups with private investors through workshops, networking events, pitching sessions, and investor networking events.



### 2.5.1 Key Initiatives

The Government of Tamil Nadu supported startups by providing funding assistance for marketing and R&D activities. The State has set up Tamil Nadu Seed Grant Fund Scheme (TANSEED) for grant support of up to INR 50 Lakhs to the startups, and INR 50 Lakhs per year to the incubators.

**INR 10 Lakhs** sanctioned under first edition of TANSEED for 10 startups during January-February 2021

**INR 20 Lakhs** sanctioned under second edition of TANSEED for 20 Startups in July 2021

The State Government has supported:

- ❖ **More than 5 startups** with the financial assistance of **INR 20 Lakhs** through TANSEED 1.0
- ❖ **More than 10 startups** with the financial assistance of **INR 55 Lakhs** through EDII-TN

The Government of Tamil Nadu conducted events to provide a platform for the startups to connect with private investors. Even during the pandemic, the Government continued the effort with virtual events or pitching sessions. Around 5 programs were conducted by the State to facilitate startup investor connect. The investor connect program included demo days and programs guiding startups on how to raise funding.

Figure Q: Snapshot of TANSEED 3.0



#### TANSEED 3.0

Seed grant up to **INR 10 Lakhs** was awarded for startups under TANSEED 3.0. The event was hosted by Head start Network Foundation and Villgro innovations Foundation





## 2.5.2 Way Forward

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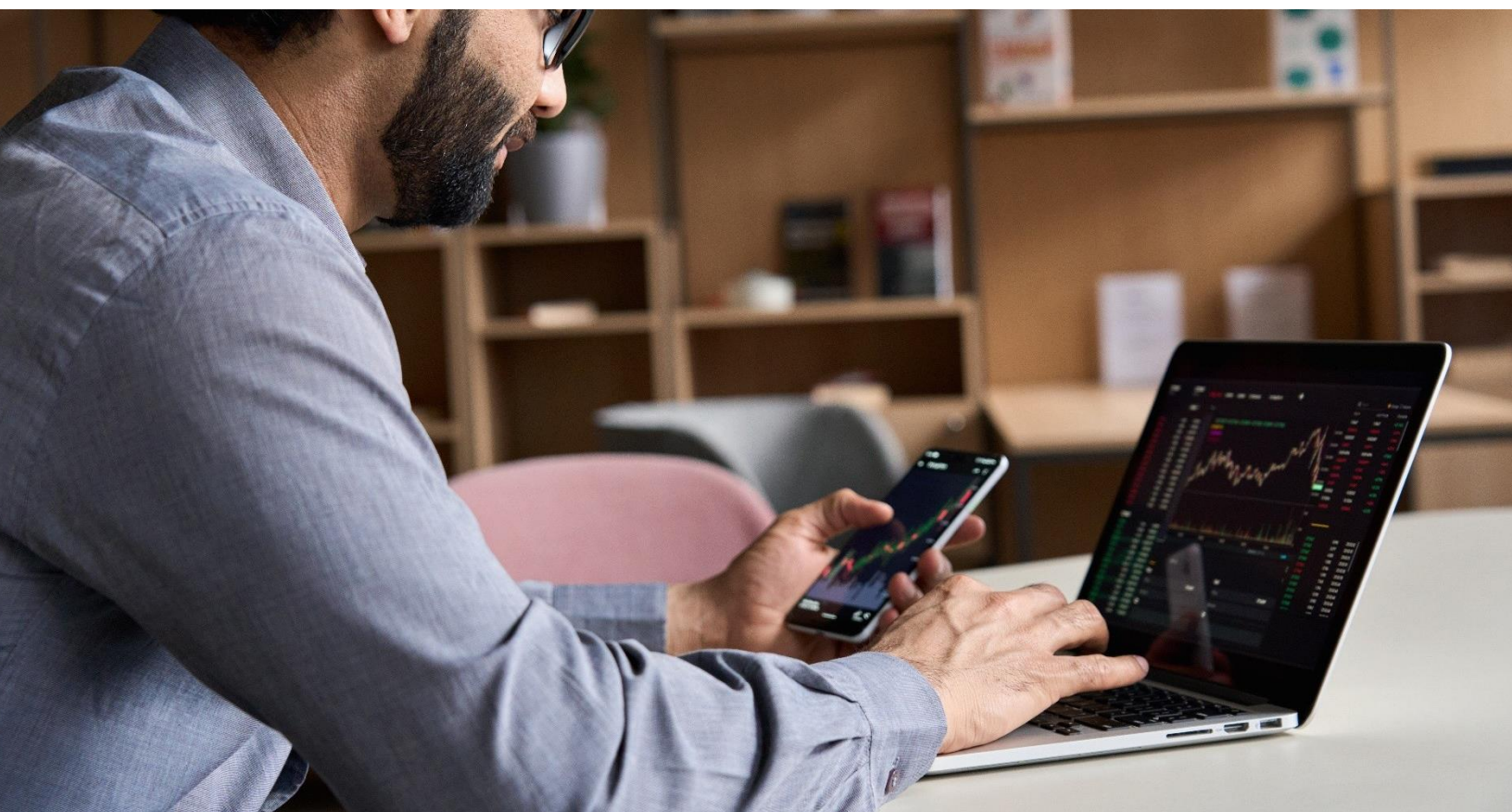
The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### *Digital Infrastructure*

- ❖ The State may develop an online mechanism for the disbursement of funds ensuring transparency and easing the process of tracking the transactions.
- ❖ The State Government may maintain an online dashboard by integrating it into the State startup portal containing details of funding sponsored or supported by the Government.

### *Capacity Building*

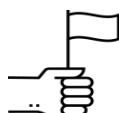
- ❖ The State may conduct quarterly events and programs for funding provisions available to startups. These programs could become the platform for connecting with angel investors and High Net-worth Individuals.





## 2.6 Mentorship Support

Mentorship support provided by States/UTs is a crucial factor in the growth of startups that do not have the means and network to find such guidance on their own. Mentors can be from business schools providing support in terms of marketing, finances, product, international expansion, fundraising, legal, etc. They can also be founders of established businesses or academic researchers. The Reform Area measures efforts by the State/UT Government in facilitating mentorship to startups. This has been assessed by the number of startups benefitting from the State's/UT's network of mentors and the time spent by the startups with mentors.

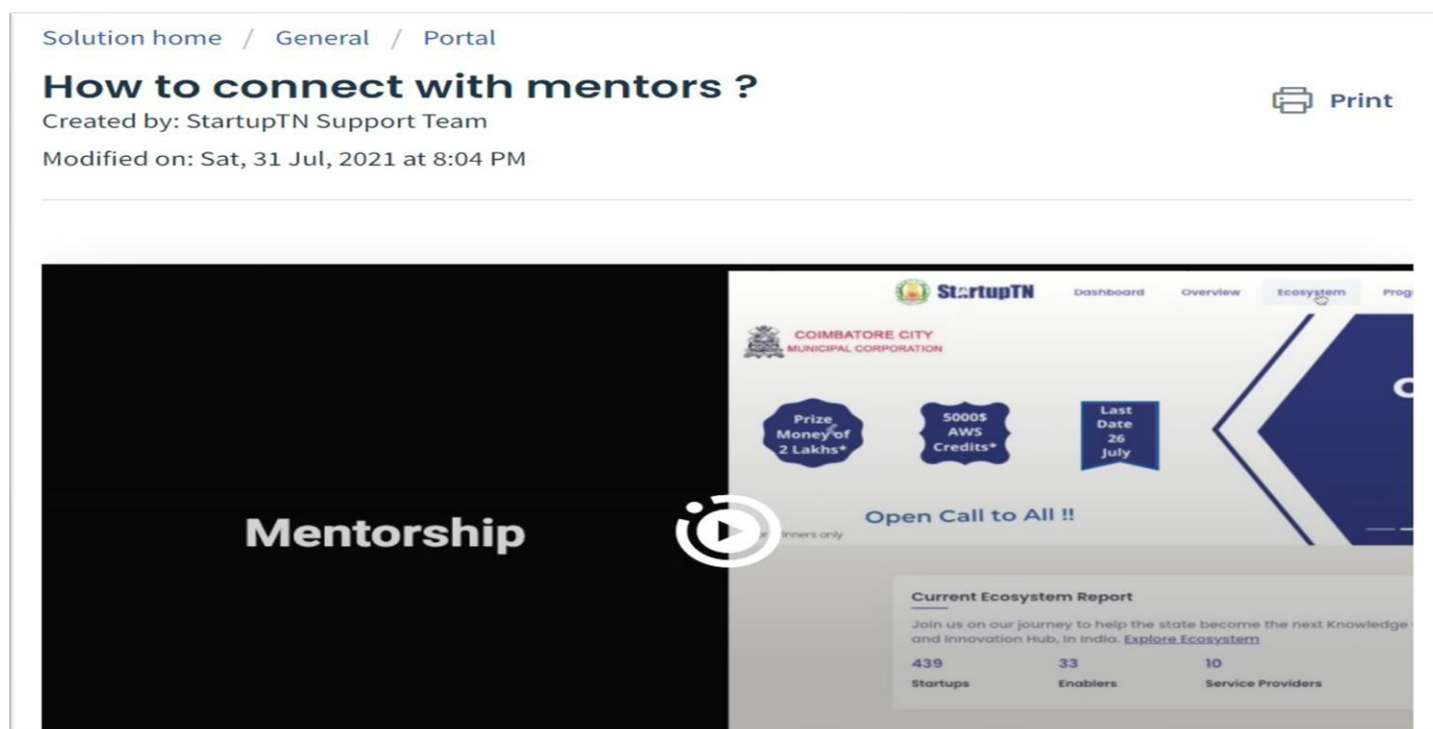


### 2.6.1. Key Initiatives

The Government of Tamil Nadu recognized the fact that the seeds of entrepreneurship and the instinctive ability to innovate must be nurtured through effective mentoring support. The State has promoted mentorship support as it helps the new entrepreneurs to build a great mentoring network. The Startup Tamil Nadu Portal has registered mentors, including corporates, MSMEs, entrepreneurs, innovators, NGO partners, Government organizations, investors, higher education institutes, and academicians.

Mentorship support has been provided to the registered startups in the State to promote the culture of innovation and entrepreneurship among the new entrepreneurs. StartupTN portal has a dedicated page for users to indicate details of the procedure of availing of the mentorship support (refer to Figure R).

Figure R: Mentor registration portal<sup>13</sup>



<sup>13</sup> "Solutions", Startup TN website, <https://help.startuptn.in/support/solutions/articles/82000727978-how-to-connect-with-mentors-> accessed 20 March 2022





## 2.6.2 Way Forward

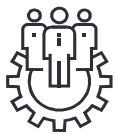
The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

### Capacity Building

- ❖ The State could support awareness programmes on the importance of mentorship and networking. These sessions could also be conducted at the school level to create awareness among the children and help them materialise their ideas at early stages.
- ❖ The State may further look to engage and connect with mentors outside the State, at the national as well as international level. The possibility for virtual mentorship through video calls could be explored to learn from other national and international experiences.
- ❖ The Government could also guide the stakeholders of respective departments (e.g., The Education department and the Industries department) to conduct interdepartmental mentoring sessions where the startups with their respective mentors engage in a brainstorming session. These sessions could help in creating a synergy between the startups and mentors at the early stages which could help multiply the growth rate of several startups

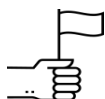






## 2.7 Capacity Building of Enablers

Capacity building of key stakeholders and enablers is essential for driving the growth of the entire startup ecosystem. It is vital to provide necessary information to the key ecosystem facilitators to enable startups with the opportunity to contribute to Government initiatives. This Reform Area assesses sensitization workshops, programs conducted for Government officials, and workshops conducted to train State-supported incubators. It also focuses on the capacity development of potential private investors to encourage local private investments.



### 2.7.1 Key Initiatives

The State has supported and conducted capacity development programmes, sensitization workshops and courses for State startup ecosystem enablers such as incubation managers, Government officials and other supporting staff. The State emphasized the capacity building of incubator managers through business training, financial management, monitoring and evaluation, marketing and stakeholder management, experience, and extensive networks. The State has undertaken the Capacity Development Programs to sensitize key officials and other stakeholders on the State startup ecosystem of the State.

Further, to sensitize potential investors on investment in startups for increasing the number of early-stage investors, the Government has organized various sensitization workshops. The mentors of these sessions were prominent personalities from premium Business schools, Incubators and industry experts.

More than **10**  
**Sensitization workshops**  
for State Government  
officials conducted

More than **200**  
**Government officials**  
**sensitised** on the startup  
landscape in the State

**More than 10 State-supported Incubators trained** through capacity development workshops



### 2.7.2 Way Forward

The State may prioritize actions based on the suggestions below to further strengthen the startup ecosystem.

#### Capacity Building

- ❖ The State Government may hold quarterly sensitization workshops for various Government departments and officials to encourage them to interact with startups to understand their concerns.

- ❖ The State may train State-supported incubators through capacity development workshops by collaborating with incubators from other states to explore mutual learning opportunities. This training can be conducted by industry experts to mitigate operational and functional impediments.
- ❖ The State could develop the capacity of incubators through various training programs. These incubator training may put forth evolutionary incubation techniques to address changing times leading to changing dynamics for startups to conduct business. The State may cover topics related to Intellectual Property Rights, Business Incubation Model, Designing programs for startups, Setting up virtual incubation services, Incubator management training, etc.
- ❖ The State may conduct monthly virtual programs spread across various districts to sensitize potential investors on investment in startups. These programs could be knowledge sharing sessions and one-on-one interactions to facilitate investor connections. With the pandemic affecting investment spirit, these programs may be designed to channel investment from within the community to support local innovators sustainably using local resources.



# List of Figures

Figure A: Achievements of Tamil Nadu startup ecosystem .....	5
Figure B: Flowchart Of Tamil Nadu Startup Ecosystem.....	6
Figure C: Highlights of Tamil Nadu Startup ecosystem .....	7
Figure D: Snapshot of Tamil Nadu startup portal .....	9
Figure E: Snapshot of Tamil Nadu startup portal in Tamil Language .....	9
Figure F: Dedicated Team for StartupTN Portal .....	10
Figure G: Snapshot for Registration on StartupTN Portal .....	10
Figure H: Snapshot of Startup Tamil Nadu website with provision for Grievance Redressal .....	11
Figure I: List of Departments providing support to Startups in the State.....	11
Figure J: Startup Conclave on #Makein TN.....	13
Figure K: Policies Available On The State Startup Portal .....	14
Figure L: SaaStock 2019 .....	16
Figure M: GeM Portal Workshop conducted for startups .....	17
Figure N: GovTech Thon 2021 .....	17
Figure O: Events reports published through the State startup portal .....	18
Figure P: List of State Supported Incubators .....	20
Figure Q: Snapshot of TANSEED 3.0.....	22
Figure R: Mentor registration portal .....	24



# List of Abbreviations

EDII	Entrepreneurship Development and Innovation Institute
EMD	Earnest Money Deposit
EV	Electric Vehicle
HEI	Higher Education Institutions
MSME	Micro, Small Medium and Enterprises
R&D	Research and Development
STPI	Software Technology Park of India
TANSEED	Tamil Nadu Seed Grant Fund Scheme
TANSIL	Tamil Nadu Startup and Innovation Council







# #startupindia

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