



7.1. STARTUP LITERACY

7.1. Startup Literacy

Tamil Nadu has a strong academic and research environment, making it an ideal location for nurturing sustainable Startups. In order to achieve this goal, StartupTN recognizes the importance of embedding Startup playbook literacy, innovation, and new-age entrepreneurship into the State's culture. The mission aims to promote a "Culture of Change" mindset in all walks of professional life, encouraging students and young professionals to consider entrepreneurship as a viable career path. To support this effort, StartupTN will implement a range of support systems designed to train individuals in opportunity analysis, risk mitigation, and fail-safe strategies. These measures will help to foster a community of innovators and entrepreneurs who are equipped with the necessary skills and mindset to build successful Startups. By promoting Startup literacy and cultivating a culture of change, Tamil Nadu is poised to become a hub of sustainable Startups, driving economic growth and job creation in the State.

7.1.1. Learning & Development Portal

A Learning and Development Portal comprising many self-learning video courses covering real time scenarios of a Startup journey will be developed. This portal will also showcase the success and failure stories of Startups as case studies. The L&D courses will also be offered to Higher Education Institutions (HEIs) in association with the Higher Education Department and Naan Mudhalvan upskilling platform under the Tamil Nadu Skill Development Corporation and through any other powerful channel. The courses will be bilingual (Tamil and English) for easy access and understanding. Multiple courses will also be made available in the StartupTN web portal as "Certified Courses" for Start STEPs as well as Startup founders.

7.1.2. School Innovation Development Program

Entrepreneurship Development and Innovation Institute, Tamil Nadu will help in capacity development of School teachers to train in creating an Innovation ecosystem among School students. Through this initiative, innovative projects from school students will be supported and selected projects will be aided by financial incentives. By providing students with a supportive environment to explore their ideas and interests, this initiative can inspire the next generation of entrepreneurs and help to drive Tamil Nadu's economic growth in the long term.

7.1.3. Startup Playbook - Master Class

Startup Playbook - Master Class focuses on creating awareness of the different milestones in a Startup journey. A Startup's path is laid with the fundamentals of continuous 'learn, unlearn and relearn'. Peer learning and experiential sharing with real-time case studies will help reduce the failure rate of Startups in their later stages. This Master Class will be designed with seasoned experts and facilitated through the MentorTN and AngelsTN platforms.

7.1.4. Financial and Legal Literacy

To improve business decision-making and reduce the failure rate of Startups, it is important to have a solid understanding of financial and legal compliances. In partnership with finance and legal experts, StartupTN will develop a sub-portal within its existing platform. This sub-portal will feature different modules to guide Startups on financial management, bookkeeping, taxation, risk management, and legal compliances. Additionally, the portal will provide tutorials on various aspects of statutory requirements for setting up and maintaining a compliant Startup.

7.1.5. Certified Internship Programme in Startup Ecosystem

The State Government will launch the 'Certified Internship Programme,' which will be designed to provide students from Higher Education Institutions (HEIs) in Tamil Nadu with an opportunity to gain exposure to the Startup and Innovation culture. Through this programme, students will have the chance to work as 'Interns' with Startups or State-supported incubators.

StartupTN in collaboration with Naan Mudhalvan program will facilitate this Internship Programme, which will be a non-financial engagement. The programme aims to provide students with hands-on experience in a real-world business environment, helping them develop practical skills and gain insights into the workings of the Startup ecosystem.

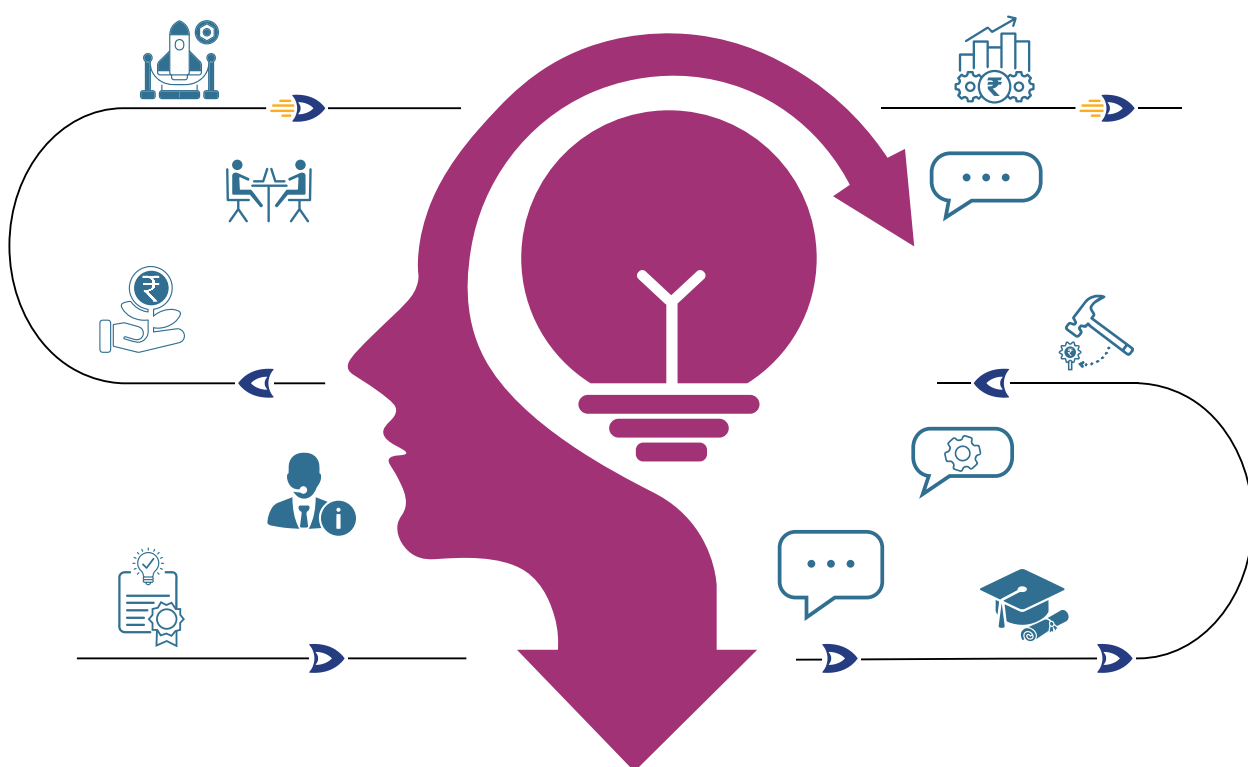
They will also have the opportunity to network with industry professionals and gain exposure to different aspects of the Startup ecosystem, including product development, marketing, finance, and legal compliance.

7.1.6. BrandLabs

Branding is crucial in establishing a business' identity and differentiating it from competitors based on more than just products and services. By transforming a brand into a character, a business can fuel its growth and add value. However, many Startups lack understanding of the art and science of branding. To bridge this gap, StartupTN has created BrandLabs, an initiative that enables Startup aspirants to learn about branding from experts and gain valuable insights. This community forum will be enhanced with membership benefits, providing aspiring entrepreneurs with a mentor-linked tutorial on branding strategies, leading to a certification upon completion. This certificate will help in attaining credits for Start-Steps under the StartupTN Smart Card (Ref. para 7.5.1.) initiative.

7.1.7. Scaleup Support Programme

Scaling a Startup demands a different set of skills from the founder and organisational decision-makers. To help Startups that have started generating revenue but face challenges in scaling up, StartupTN will launch a specialised mentorship programme led by experienced founders who have successfully scaled their own companies. The programme will provide guidance and support to ensure that Startups in Tamil Nadu do not falter at this critical stage of growth.





7.2. INNOVATION LANDSCAPE

7.2. Innovation Landscape

The State has a vibrant innovation landscape aided by active stakeholder engagement. In order to further develop the innovation landscape, the Government will take the following steps:

7.2.1. Innovation Sprints (Hackathons / Ideathons)

To foster innovation and entrepreneurship in the state, the Government of Tamil Nadu plans to conduct curated hackathons and ideathons that will provide a platform for Aspiring Entrepreneurs to showcase their skills and creativity. These events will be conducted in HEIs as stand-alone events or in collaboration with corporates, industries, and governmental departments. The collaboration will ensure that the events are well-publicised, and that the best minds from across the State are invited to participate.

The objective of these events is to encourage young minds to think critically, solve problems, and come up with innovative solutions. These events will also be supported by mentors and experts who will guide the participants and provide them with the necessary resources to develop their ideas. Overall, the aim of these events is to create a culture of innovation in the State and encourage Aspiring Entrepreneurs to explore the world of Startups.

7.2.2. Student Innovation Awards

To support the transformation of ideas into prototypes, EDII, Tamil Nadu, will execute the Innovation Voucher Programme (IVP) for final year students of HEIs. The programme will provide grant-in-aid support to the students. The winners of hackathons organised by StartupTN will be directly eligible for Voucher-A of IVP. In addition, the winners will have access to laboratories and workshops established by State-supported incubators and Centers of Excellence (CoEs).

7.2.3. Institution Startup Circle (ISC)

Institution Startup Circles are pre-incubation centres that will be set up in HEIs and polytechnic colleges to inculcate the Startup culture among students. These ISCs will be established as Section 8 companies. They will be mainly promoted in Tier II and III institutions where a formal structure of incubation is not prevalent. The Government of Tamil Nadu will extend seed funding to the ISC,

where the sponsor institution will also contribute 50% of the establishment cost. The funding support provided by the Government of Tamil Nadu will cover the establishment of the Section 8 Company, conduct of events and manpower for two years. ISCs will be hand held in establishing fully operational incubation centres.

7.2.4. Open Innovation

A portal will be developed to enable innovators to commercialise research by solving the challenges faced by government departments and industries. It will host problem statements that are aggregated and made open to the public. Any Start-Step or Startup can take up the challenge to provide innovative solutions. This will create a problem-solving mindset on one hand and, on the other, the innovators will also be recognised by the respective government or corporate agencies. Innovators, who solve industry problems, will have the first right of refusal in developing the solution with the specific industry. Startups will also be facilitated for public procurement as per para 7.4.4. of this Policy.

7.2.5. Technology Transfer Hub

To encourage commercialization of research and innovative ideas, the Government of Tamil Nadu will assist universities, colleges, and research scholars in registering their work under various Intellectual Property Rights (IPRs). Additionally, it will facilitate the transfer of such technologies for commercial use and create a register for IPR-protected technologies and open-source research projects. StartupTN will also come up with a royalty-sharing or other relevant agreement to facilitate commercialization. Through these efforts, the culture of research commercialization by collaborative models will be promoted.

7.2.6. Deep-Tech Innovation

The IT industry, which is currently at USD 20 Billion, is expected to grow to USD 43 Billion by 2030. Tamil Nadu is home to IIT Madras Research Park, which is the largest and most esteemed deep-tech incubator in India. Other leading technology institutions in the State are also keen to establish similar in-house ecosystems following the IIT-M Research Park model. The Tamil Nadu Technology Hub (iTNT Hub), an initiative by the Government of Tamil Nadu, supports incubation, acceleration, technology commercialisation, and technology development in the deep-tech sector. StartupTN will work closely with these specialised incubators in the deep-tech domains to foster the growth of disruptive deep-tech Startups in the State.

7.2.7. Prototyping Facilities

The Government of Tamil Nadu has taken various initiatives to establish physical infrastructure to support Startup aspirants in testing and developing pilot models in various sectors. In collaboration with the Department of Technical Education (DoTE), StartupTN is establishing FabLabs at the Government Engineering Colleges in Salem, Tirunelveli and Trichy.

Tamil Nadu Industrial Development Corporation Limited (TIDCO) has established three advanced Centers of Excellence (CoEs) in Chennai - Tamil Nadu Smart and Advanced Manufacturing Centre (TANSAM), Tamil Nadu Centre of Excellence for Advanced Manufacturing (TANCAM), and Tamil Nadu Advance Manufacturing Centre of Excellence (TANCOE). These CoEs are equipped with high-end machinery established in partnership with corporations.

Furthermore, under the State Industries Promotion Corporation of Tamil Nadu Limited (SIPCOT), two Force of Rapid Transformation (FORT) Centres have been established in Sriperumbudur and Hosur. These centres host CoEs in Future Mobility, Defence & Aerospace, Advanced Manufacturing and Factory AIoT & Industry 4.0. They are available for Startups at a subsidised cost to develop their prototypes. To effectively utilise these high-end facilities, StartupTN will formulate a model to connect innovators and Startups with them.

7.2.8. Knowledge Infrastructure

The state is aspiring to be a knowledge economy in the near future. The impact of R&D on innovation is well established. The State has a critical role to play in creating infrastructure that supports R&D which will lead to the building of an Innovation ecosystem. The Government, through its agencies has undertaken various initiatives in developing knowledge infrastructure.

7.2.8.1. FinTech City

The Government is developing a Fintech city of 110 acres in the Chennai district. This project will provide developed plots with the required infrastructure to both domestic and overseas financial institutions and fintech companies to set up their offices. A fintech tower of international standards, with a built-up area of around 5 lakhs sq. ft. is being established as a part of fintech city for providing office space for fintech companies to establish their operations.

7.2.8.2. University Research Parks (URPs)

The objective of the URP is to promote industry-academia collaboration, facilitate research and development, commercialization of R&D, entrepreneurship development, catalyze innovation and intellectual property (IP) creation and development of the region into an innovation cluster. URPs will house enterprise R&D units, Startups, Incubators, Accelerator, and several state-of-the-art common infrastructure facilities, labs, and Centers of Excellence across domains like Biotech, Nanotech, Deeptech, etc., for the usage of Startups and other MSMEs. It has been decided to establish research parks following the model of IIT Madras Research Park, in the state universities at Madurai, Trichy, Coimbatore, Tirunelveli, and Karaikudi. The research park development works will be carried out by TIDCO in collaboration with other relevant stakeholders.

7.2.8.3. Tamil Nadu Knowledge City (TKC)

Tamil Nadu Knowledge City is envisioned as a world-class knowledge ecosystem with education at its core. A modern, self-contained city that will host top-notch educational institutions, Centers of Excellence, and Knowledge-based industry in close proximity such that higher education, human capability development, technology, and research comes together to fuel next-generation innovation in a self-sustainable green living environment, thereby propelling Tamil Nadu towards a knowledge-led economy. The TKC will play a catalyzing role in the transfer of knowledge from Tamil Nadu to the rest of the world and vice versa fostering research and innovation in fields like Lifesciences, Agritech, Architecture and Design, Semiconductors, Electronic System Design and Maintenance, Aerospace and Defense, Mobility, Fintech, Tele communication, Spacotech, etc. Lands for developing TKC have been identified in Tiruvallur district and the land acquisition process has been initiated.

