



StartupTN



Special Packages of Assistance for



**Green Tech
Rural Impact and
Women-led Startups**

**Micro, Small and Medium Enterprises Department
Government of Tamil Nadu**

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Initiatives



Promoting Inclusive Mass Entrepreneurship by empowering women from economically weaker sections of the society to create micro enterprises in the non-metros



Facilitating direct and hurdle free procurement of the novel products and services of Startups by Government Departments and PSUs



Taking the Government's Startup initiatives and vibe from Metros to Tier II and Tier III regions through the Regional hubs in Madurai, Tirunelveli and Erode



Propelling growth stage Startups to the next stages through systematic and rigorous mentoring, coupled with access to the right resources



Startup community forum to build their brands with the mentorship of branding experts and showcase their novel ventures, products & services



Platform to help early stage Startups to launch their brands, novel products as well as services without having to spend heavily for a launch



StartupTN



Community Circles

Micro Networking groups at the local level across Tamil Nadu to connect Startups and aspirants with investors and mentors and Startup Ecosystem experts



Government's flagship Seed Grant fund of up to Rs. 10 Lakh per Startup to bridge the crucial gap in the fund requirements of early-stage Startups

Grants & Schemes



TN SC/ST STARTUP FUND

Special fund announced by the Government to make equity / debt investments in innovative and scalable Startups founded by SC/ST founders



Emerging Sector Seed Fund

An initiative of the Government to identify and to invest in bankable Startups in the Emerging Sectors that are in need of funds

Launching Soon



TAMIL ANGELS NETWORK

Platform to connect High Networth Individuals from the Global Tamil Diaspora with Startups in Tamil Nadu to increase investment in Startups



MENTOR NETWORK

Expertise and knowledge gap bridging platform by connecting Startups and Mentors from different sector and functional area

Introduction to StartupTN

Tamil Nadu Startup and Innovation Mission, referred to as "StartupTN", functions under the Micro, Small and Medium Enterprises Department of the Government of Tamil Nadu as the Nodal Agency for Startups and Innovation in the State.

The vision of StartupTN is to develop Tamil Nadu into a global destination for Startups across verticals by creating a comprehensive ecosystem that is democratically structured to nurture success.

StartupTN broadly works in the areas of Investments, Incubation & Acceleration, Mentoring, Market Access, Community Engagement, Data Support and Networking with the Tamil Diaspora as well as other Global Stakeholders to make the ecosystem in Tamil Nadu vibrant.

To position the State as an Innovation Hub, StartupTN is providing an enabling platform for Startups and Innovators to connect with incubators, investors, industries, mentors, Government agencies and other stakeholders.

With the aim of ensuring a balanced spread and growth in Tier II and III cities and towns, StartupTN is taking the schemes and initiatives of the Government across the State through its Regional Hubs in Madurai, Erode and Tirunelveli, in addition to the Chennai Metro Hub.



About the Special Packages

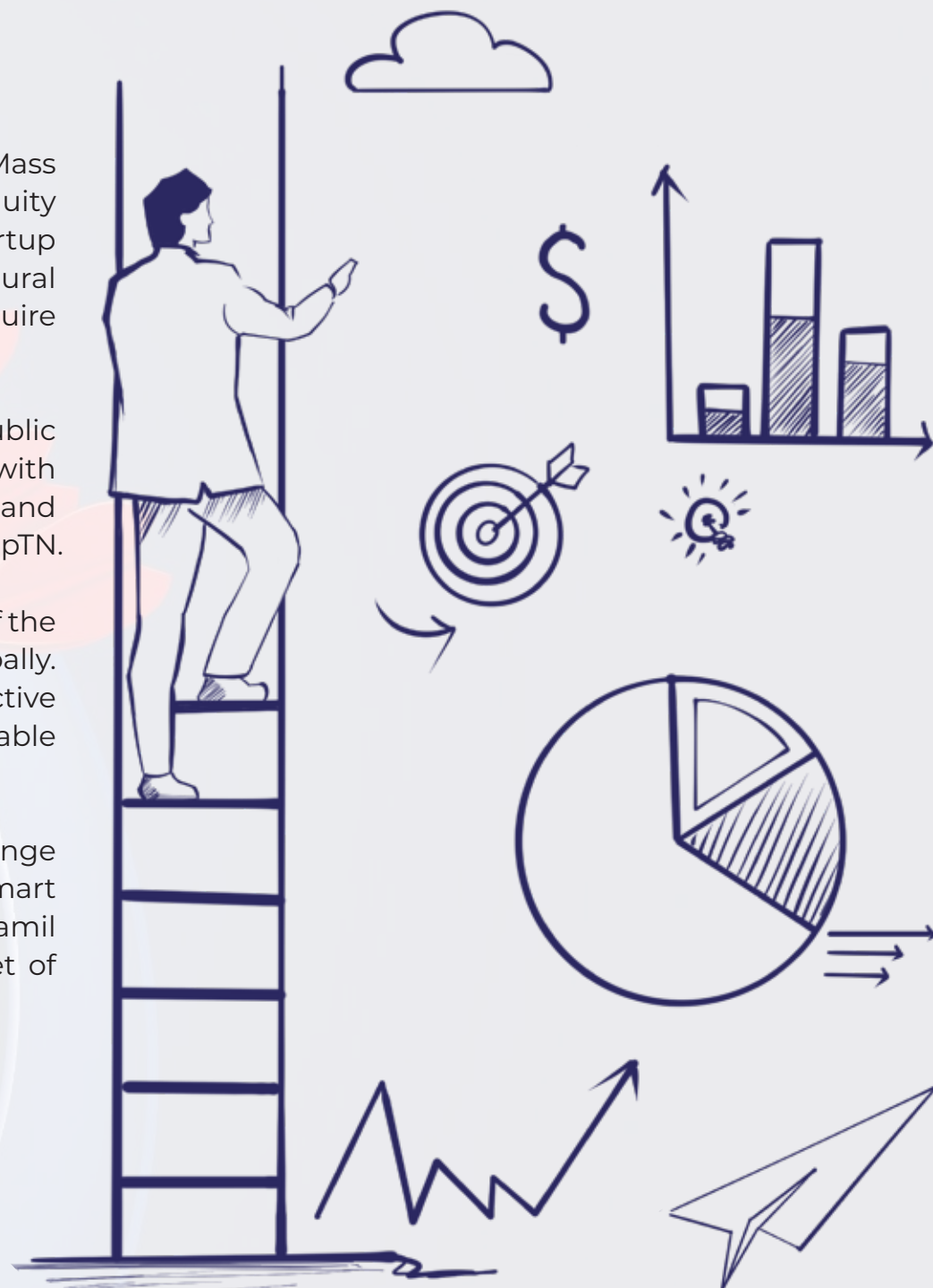
The Focus Areas

StartupTN, as part of its mission to spread the spirit of Inclusive Mass Entrepreneurship across Tamil Nadu while ensuring inclusivity, equity and sustainability, is keen to induct the new generation into the Startup ecosystem. With this objective, it has identified Climate Action, Rural Livelihood and Women Entrepreneurship as three key areas that require immediate attention to encourage innovation-driven Startups.

Considering the significance of these sectors and the larger public interest they serve, the Tamil Nadu Government has now come up with special packages of assistance for Green Tech, Rural Impact and Women-led Startups. These packages will be implemented by StartupTN.

Innovative solutions to solve climate change problems are the need of the hour for not only a highly populated country like India, but also globally. The Government of Tamil Nadu aims to position the State as the proactive and progressive destination for the emergence of commercially viable Green Tech Startups.

As a progressive State, Tamil Nadu has launched the Climate Change Mission with the objective of transforming the State as a “Climate Smart State.” Honourable Chief Minister M.K. Stalin has declared that Tamil Nadu would achieve carbon neutrality ahead of the national target of 2070.

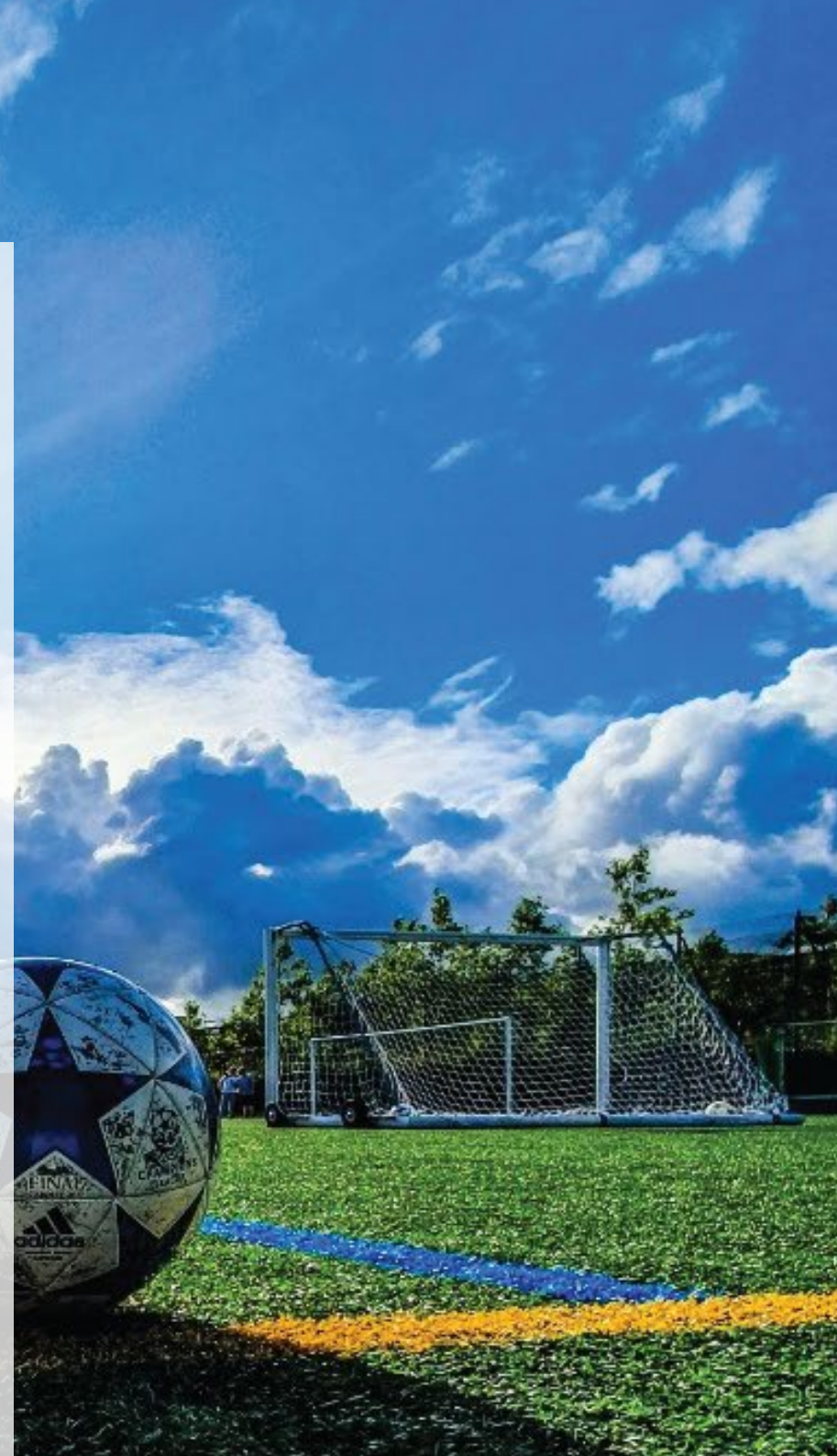


The State has already launched the Green Climate Company and announced the Green Climate Fund, besides incentives for electric vehicle manufacturing.

While focussing on Green Tech Startups, it is equally important to encourage the growth of Rural Impact and Women-led Startups in accordance with the United Nations Sustainable Development Goals. Rural livelihood is closely tied to the natural environment and conventional practices that can be negatively impacted due to the prevailing climate and other socio-economic issues.

The Government of Tamil Nadu strongly believes in the need to infuse technology in agricultural practices and to create more avenues of employment, especially in the non-farm areas, in villages. This will not only increase per capita income but also minimize urban migration. Rural Impact Startups, with their innovative models, can play a pivotal role in improving the livelihood of rural masses.

Encouraging women entrepreneurship in a big way is essential for economic development and empowerment of women. Women entrepreneurs often face challenges like limited access to capital and market opportunities. Supporting Women-led Startups with appropriate measures will help them address these challenges and contribute to the overall economic development of the State



“We are the first generation to feel the effect of climate change and the last generation who can do something about it.”

– Barack Obama, Former US President

Our planet is facing challenges in the form of climate change, loss of biodiversity, depletion of natural resources, pollution, deforestation, soil degradation and uninhibited consumption of natural resources. These challenges are adversely impacting the economic performance of nations, further affecting the lives of poor people.









The ‘throwaway’ culture after single use worsens the impact and has proved to be destructive due to failure to reuse, recycle or repair. In 1972, the world consumed 28.6 billion tonnes of natural resources as prime materials. By 2000, this went up to 54.9 billion tonnes. It surpassed 100 billion tonnes in 2019, of which only 8.6 per cent is recycled now. This means that the world is in reverse gear as it recycled 9.1 percent of materials in 2018.

The only way out of this situation is to follow the principles of the Circular Economy, a model of production and consumption that involves sharing, leasing, reusing, repairing, refurbishing and recycling materials and products as long as possible. In this way, the life cycle of products is extended. In short, it means “living within our means.”

The Government of Tamil Nadu has already taken pathbreaking Green initiatives to address many of the above challenges. It is now felt that the State’s vibrant Startup and Innovation Ecosystem must be tapped to find novel, cost-effective, easy-to-implement and scalable solutions to various environmental challenges faced by Tamil Nadu, especially plastic menace, pollution, drought and floods.

With its native strengths and support from the Government through the special package for Green Tech Startups, Tamil Nadu will undoubtedly emerge as the capital for Startups in the field of Sustainability, Climate Change, Renewable Energy and Circular Economy.

Special Package for Green Tech Startups

-  Assistance under the TANSEED scheme of StartupTN to be increased from Rs. 10 lakh to Rs. 15 lakh. This will be disbursed in three equal installments subject to fulfillment of milestones as agreed at the time of sanction.
-  Seed capital funding in the form of equity/convertible debentures under TN Emerging Sector Seed Fund through an accelerated application processing window.
-  Assistance from Green Climate Fund for commercially viable infrastructure projects in Sustainability and Circular Economy.
-  State procurement facilitation desks in Chennai and Madurai to facilitate testing and use of Green Tech Startups' products in Government and public agencies, including local bodies.
-  Annual event to showcase Climate Action Startups and connect with growth enablers.
-  Exposure to global best practices through international visits.
-  Green Startup Blog in the StartupTN website connecting to global market/media.
-  Free acceleration programme for 20 Startups.

A close-up photograph of a person's hands, with a green patterned sleeve visible, skillfully shaping a piece of reddish-brown clay on a pottery wheel. The wheel is mounted on a wooden stand, and the background shows a rustic, earthen wall and a wooden bucket filled with water.

Rural Impact Startups

“The progress of the country lies in the development of a majority of its villages, rural economy, industry and rural skills.”

– Mahatma Gandhi

Rural livelihood is a complex structure comprising mostly agriculture, animal husbandry and village industries. Rural livelihood depends more on opportunities for local employment. Today, there is a visible shift from agriculture to non-farm occupations to improve livelihood. Due to lack of livelihood opportunities and as a result of increased access to higher education people from rural areas are migrating to urban centers.

Dependence on traditional agriculture by a majority of rural population is a factor to be considered when agriculture itself is facing challenges like “predominance of marginal land holdings, conversion of cultivable lands for purposes other than Agriculture, unpredictable climate, paucity of agricultural labour, marketing of agricultural produces (Agriculture and Farmers’ Welfare Department’s Policy Note 2022-23).”

Transforming traditional business practices as technology-driven enterprises will attract more youth and minimize migration of rural youth to urban areas. The objective of providing special assistance to Rural Impact Startups is not only poverty alleviation but also inclusivity, equity and sustainability.

This assistance will increase infusion of technology in farm operations, besides utilisation of tools and equipment at every stage of farming. The focus on Rural Impact Startups will be to re-engineer native practices, ethnic products, artistry and craftsmanship.

Special Package for Rural Impact Startups



Assistance under the TANSEED scheme of StartupTN to be increased from Rs. 10 lakh to Rs. 15 lakh.



10% of total TANSEED assistance earmarked for Rural Impact Startups.



Seed capital funding in the form of equity/convertible debentures under Emerging Sector Seed Fund through an accelerated application processing window.



Piloting opportunities to test their products and processes in Government departments and corporates. This will act as a Test bed for establishing proof of concept.



StartupTN will work with academic institutions to integrate their alumni network for structured mentorship, market access and funding from the local ecosystem. The alumni network will have an emotional connect with the local ecosystem.



StartupTN will partner with Vaazhndu Kaattuvom Project of the Department of Rural Development and Panchayat Raj to provide mentorship/market access for enterprises promoted through the Rural Enterprise Ecosystem Development Project.



Exclusive hackathons to solve rural problems.

“Women are the largest untapped reservoir of talent in the world.”
– Hillary Clinton, former US Secretary of State.

Tamil Nadu has been a pioneer in empowerment of women. It has taken sustained efforts in the form of gender-inclusive legislative interventions and women-centric schemes to ensure a pride of place in society for women.

The State is No. 1 in women entrepreneurship with 13.51 per cent of its women population operating enterprises (Sixth Economic Census 2019). Tamil Nadu also has the most women entrepreneur-owned enterprises (10.87 lakh) in the country as per the 2021 edition of The Status of Women and Men in India, a publication of the Union Ministry of Statistics and Programme Implementation.

However, the presence of women in innovation-driven Startups is proportionately low. The incentives announced in the special package will attract more women to the Tamil Nadu Startup ecosystem. For the purposes of this package, a Women-led Startup shall be a Startup owned by women or co-owned by a group of women having a minimum equity of 75% in the enterprise.



தொழிலணங்கு

Special Package for Women-led Startups



Assistance under the TANSEED scheme of StartupTN to be increased from Rs. 10 lakh to Rs. 15 lakh.



25% of total TANSEED assistance earmarked for Women-led Startups.



Eligible for Matching Grant Programme under Vaazhndhu Kaattuvom Project of the Department of Rural Development and Panchayat Raj.



Focussed Angel Investor Circles under Tamil Angels platform of StartupTN.



Exclusive co-working spaces in State-supported incubation centres and State universities. The facilities will be made available with rent and membership free of cost for the first year, subject to a maximum subsidy of Rs. 2 lakh.



A web portal integrating Startup ecosystem enablers supporting Women-led Startups.



Entrepreneurship Development and Innovation Institute will implement a special entrepreneurship training programme for aspiring and existing Women-led Startups.



Women who had run a business or were earlier top executives in a corporate entity will be invited to mentor Women-led Startups/aspirants in a special mentorship programme.



Exclusive annual acceleration programme for Women-led and FemTech Startups.







StartupTN

GET IN TOUCH WITH OUR HUBS

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