

Impact Highlights

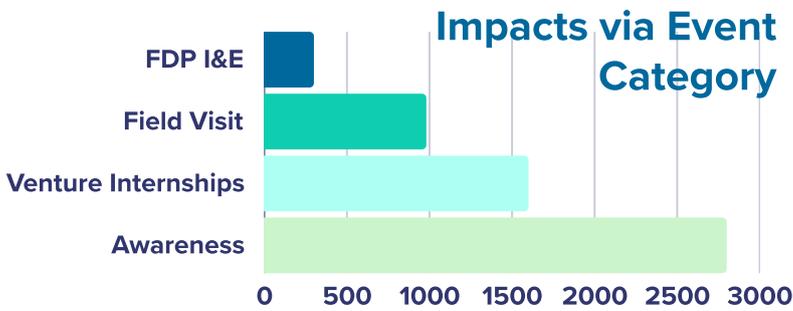
| | | |
|--------------------------------|--|---|
| Total Impacts 24,671 | Total STARTIFY Engagements 3,877 | Total New Startup Aspirants 813 |
|--------------------------------|--|---|

Rs. **32 Lakhs**

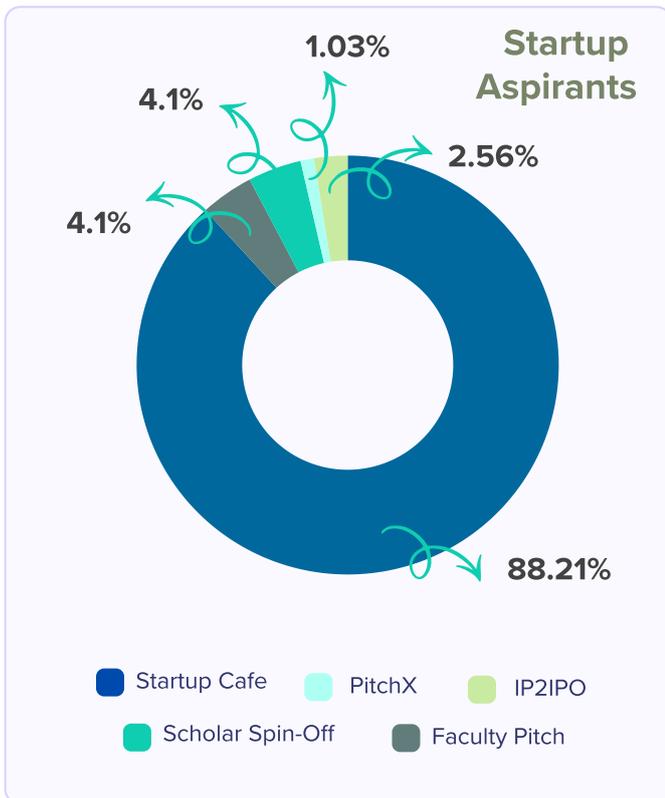
Prototyping Grants Secured (July - Oct 2025)

Higher Education Institutions Engaged

217



| | | |
|----------------|-----|--------|
| Engineering | 178 | 82.03% |
| Arts & Science | 04 | 01.84% |
| Pharma | 04 | 01.84% |
| Medical | 05 | 02.30% |
| Agri. | 01 | 00.46% |
| Management | 01 | 00.46% |
| Polytechnic | 05 | 02.30% |
| Other | 19 | 08.76% |



| | | | |
|---------------------|---------------------|------------------|--------------------|
| 12 | 28 | 21 | 25 |
| Venture Internships | Awareness Campaigns | Bootcamp Cohorts | Mentoring Sessions |
| 19 | 07 | 51 | 112 |
| Field Visits | Pre-events | Exhibits | Pitching Rounds |

| | | |
|-------------------|-------------------|--------------|
| 62 | 38 | 04 |
| Participants | Participants | Participants |
| 66 | 34 | |
| Startup Aspirants | Startup Aspirants | |

Gender Insight



2024-25
NOV OCT



Centre for
Entrepreneurship
Development



Impact
report

ANNA
UNIVERSITY

Bootcamp
Partner

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ACTION PLAN

Dr. G.S. Mahalakshmi

Director (Incharge)

9444380577

dirced@annauniv.edu

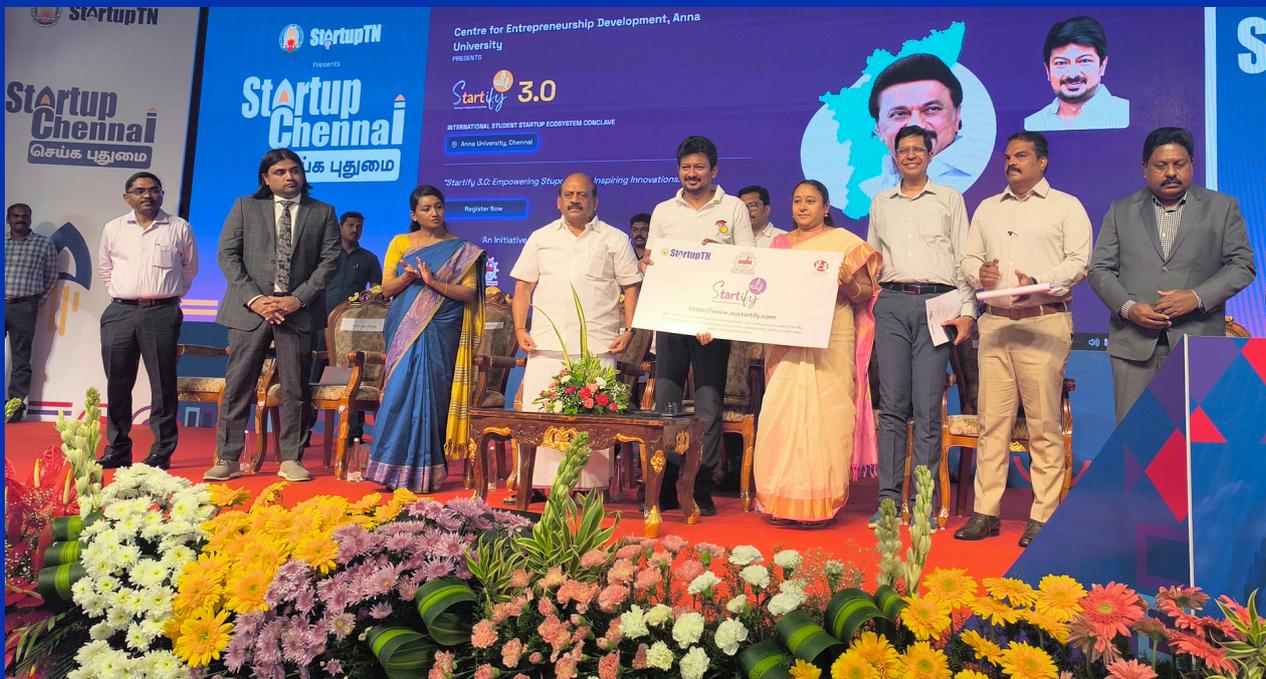


Centre for Entrepreneurship Development
ANNA UNIVERSITY





THE LAUNCH



Hon'ble Deputy Chief Minister Thiru. Udhayanidhi Stalin inaugurating the STARTIFY 3.0 on Nov 12, 2024 as part of SEIGA PUTHUMAI Initiative of StartupTN; Accompanied by Thiru. L. NirmalRaj, IAS, Industries Commissioner and Director of Industries and Commerce, Tmt. J. Innocent Divya, IAS, MD, TNSDC, Hon'ble Minister for MSME, TN Thiru. T.M. Anbarasan, Dr. G.S. Mahalakshmi, Director, Centre for Entrepreneurship Development, Anna University, Dr. V. Kamakoti, Director, IIT Madras, Thiru. Ambalavaanan IAAS, Director, EDII-TN, Thiru. Sivarajah Ramanathan, CEO, StartupTN

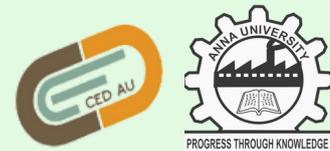




IN FOCUS

Centre for Entrepreneurship Development (CED), Anna University has been instrumental in working towards creating a robust Innovation & Entrepreneurship (I & E) Ecosystem at Anna University & affiliated Colleges, thereby extending to all Higher Education Institutions across all streams in Tamil Nadu from Nov 2024.

CED is progressive in conducting STARTIFY series of hackathons to bring together all stakeholders in the Startup Ecosystem, including Academicians, Investors, Researchers, Students, Entrepreneurship Development Cells, Student Startups, and aspiring entrepreneurs with the goal of fostering Entrepreneurship. These events specifically designed for academic stakeholders of Tamil Nadu are aligned with Sustainable Development Goals (SDG)/National Missions to stimulate sustainable innovation, leading to viable prototypes and open the gates of Stupreneurship. CED also provides effective mentoring and MAKERS LAB support for prototyping assistance to the innovations through CED Preincubation (CEDi).



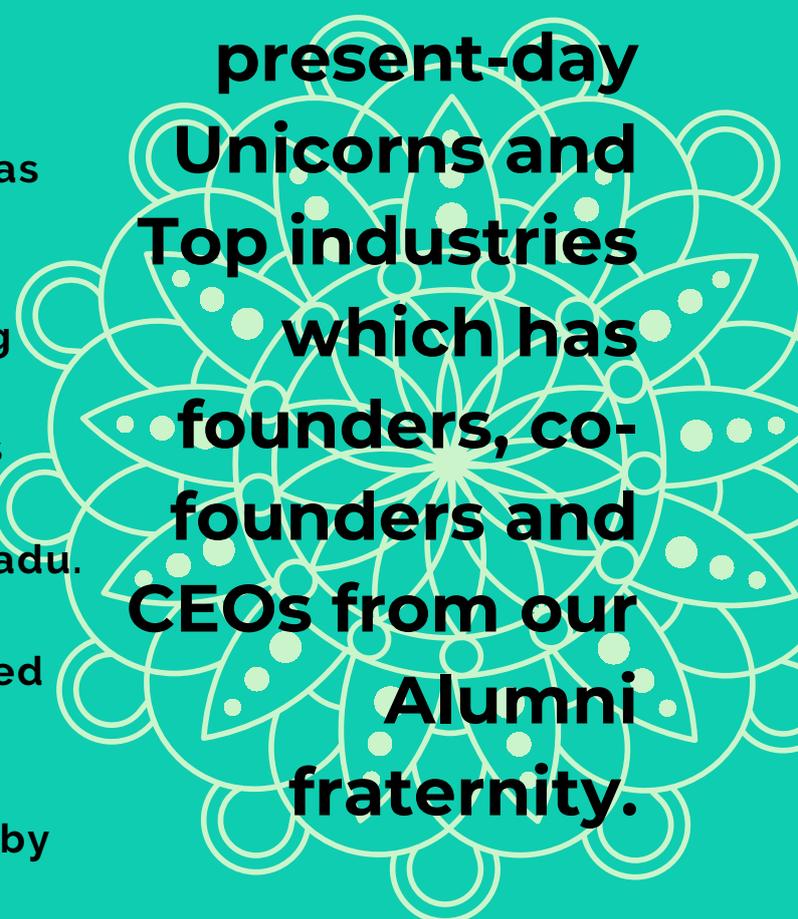
The Evolution....



Project - Prototype - StartUp

Centre for Entrepreneurship Development (CED), Anna University was established in 2003 with the objective of motivating students towards converting the innovative ideas into potential StartUps. The Centre has been creating awareness on Design Thinking and Innovation related specialised training programs and workshops involving the StartUp community in Tamilnadu. Inspired by the quantum and level of awareness and focused training programs on various activities related to entrepreneurship carried out by CED, the students of Anna University were very successful in establishing their own ventures after graduation.

This is very much evident from the present-day Unicorns and Top industries which has founders, co-founders and CEOs from our Alumni fraternity.



Co-creating with EDII-TN....



Project - Prototype - StartUp



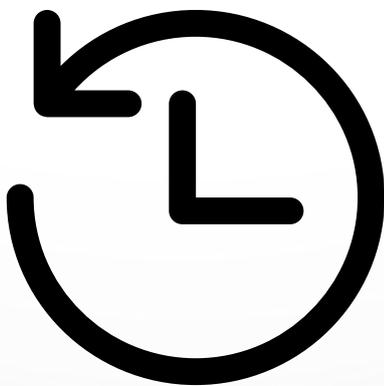
CED AU received this recognition on 16 July 2025 from the Hon'ble Minister of MSME, TN Thiru. T. M. Anbarasan - a 5 year partnership from EDII-TN for implementing TNYIEDP (TamilNadu Youth Innovation and Entrepreneurship Development Programme) in all Higher Education Institutions of Chennai District.

To nurture the StartUp culture across the State, CED collaborated with EDII, TN from 2016 using a Hub & Spoke model approach by creating an E - Cell (Entrepreneurship Cell) in every College as Nodal Hub and associating it with the neighbouring Colleges as Spoke Colleges. This approach included Colleges from Engineering, Polytechnic, Medicine, Arts & Management. The approach was very successful with CED furthering to create CAPITALIZE club (now renamed as Anna University Student Entrepreneurship Club - AUSEC) to conduct annual state-level Innovation / StartUp Fest for students, ENANTRA, funded by EDII-TN, attracting more student footfalls / participations year-on-year.



EcoSystem Partnerships - Innovation Support System

Startify was conducted as a structured, multi-phase entrepreneurship development program by the Centre for Entrepreneurship Development (CED), Anna University, with support from StartupTN. The program was designed to nurture innovation and startup thinking among students across Tamil Nadu's higher educational institutions.



Started with institutional outreach, registrations, orientation sessions, design thinking, idea validation. Shortlisted teams participated in bootcamps and mentoring workshops, where industry experts and startup mentors guided them on business model development, market research, and prototype creation.

Participants presented their ideas through regional pitch rounds, leading to state-level evaluations. Top-performing teams received mentoring support for incubation and scaling. Throughout the program, Startify emphasized experiential learning, teamwork, & problem-solving, creating a strong pipeline of youth innovators and potential entrepreneurs across the state.

Key Events of



The Sustainable Development Goals (SDGs), also known as Global Goals, are a set of 17 integrated and interrelated goals to end poverty, protect the planet and ensure that humanity enjoys peace and prosperity by 2030. The SDGs are anticipated to generate at least US\$12 trillion worth of market opportunities by 2030, which makes a strong business case for investing in opportunities aligned with the SDGs for investors and businesses.

Startup Café, PitchX, Scholar Spin-Off, Faculty Pitch, Instaventure and IP-to-IPO are the annual prototyping hackathons, organized by CED under STARTIFY and are tailored to students of Higher Education Institutions across all disciplines in Tamil Nadu, aimed at fostering sustainable innovation aligned with SDG Goals and National Missions. The event focuses on addressing problems related to these goals, sourced from industry and government stakeholders. It spans multiple stages to engage students from all regions of Tamil Nadu. CED provides mentoring and support to innovative projects through CED Pre-incubation. The outcomes include Technology Transfer for industry readiness, innovation patenting, and the incorporation of viable startups.

Through these initiatives our goal is to align with global sustainability efforts, and periodically mapping the identified innovations in-line with National Missions thereby communicating our sustainable efforts clearly with the rest of the world.



MAJOR MILESTONES

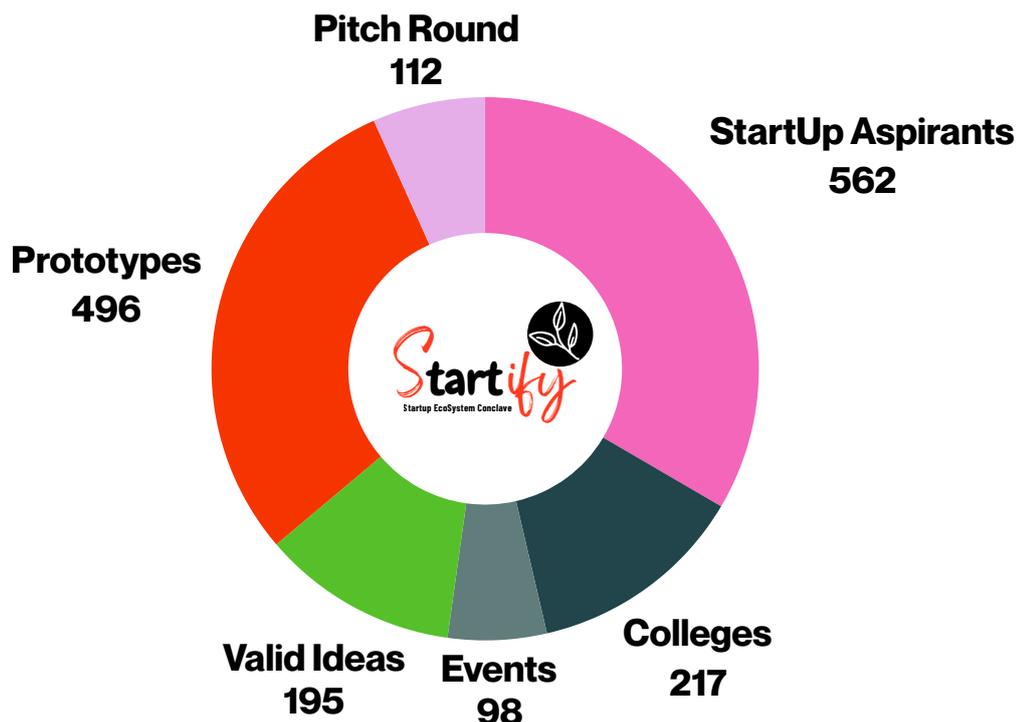
- **Statewide Reach:** Implemented across higher education institutions across TN engaging 75,000+ students from diverse disciplines.
- **Structured Phased Approach:** Conducted through orientation, ideation, bootcamp, mentoring, and pitching rounds, ensuring end-to-end startup learning.
- **Innovation Pipeline:** Generated 1500+ innovative ideas, designed 300+ prototypes, and guided 50+ teams towards exhibiting prototypes and incubation.
- **Women and Rural Inclusion:** Strong participation from women innovators and rural colleges, enhancing inclusivity in innovation.
- **Capacity Building:** Trained 300+ faculty coordinators and mentors to sustain institutional innovation ecosystems.
- **Integration with TNGSS:** Culminated in the Tamil Nadu Global Startup Summit, showcasing top student innovations to investors and ecosystem leaders.
- **Policy and Ecosystem Alignment:** Directly supported StartupTN's objectives and Tamil Nadu's Startup & Innovation Policy, reinforcing a culture of youth entrepreneurship.

The Impact

Startify has created a transformative impact on Tamil Nadu's student innovation and entrepreneurship landscape. The program **instilled an entrepreneurial mindset among thousands of young learners, shifting their perspective** from job-seeking to problem-solving and value creation.

By integrating design thinking, innovation, and startup literacy into the academic environment, Startify **strengthened the culture of ideation and experimentation across higher education institutions**. It also bridged the gap between academia, industry, and government, enabling stronger collaboration through **mentorship, funding linkages, and exposure** opportunities.

Overall, **Startify has positioned Tamil Nadu as a national leader** in grassroots entrepreneurship development, creating a scalable model for future innovation-led youth initiatives.



The Outcome

Startify successfully created a vibrant ecosystem for student innovation and entrepreneurship across Tamil Nadu. The program reached over 550+ institutions and 25,000+ students, fostering creativity, problem-solving, and startup readiness among youth.



Through multi-phase interventions—idea generation, design thinking bootcamps, and pitching rounds—over 1600+ innovative ideas were curated, of which 300+ prototypes and MVPs were shortlisted. 250+ teams progressed to incubation or pre-incubation stages under CED and partner incubators. The participation from women students and rural colleges significantly increased innovation inclusivity.

Startify also contributed to policy-level impact, aligning with Tamil Nadu's Startup and Innovation Mission goals. The program culminated in the Tamil Nadu Global Startup Summit (TNGSS), where student entrepreneurs showcased their innovations, marking Startify as a model framework for large-scale student entrepreneurship development.

1548

Idea Submissions

28

Districts of TN

52

New Startups
(NOV - OCT 2025)

32 Lakhs

worth IVP funding
received via CED AU
(JUL - OCT 2025)



**Bootcamp
Partner**

FDP on I&E

6 FDPs 300 Faculty

Nov 2024 - Oct 2025

Faculty Development Program (FDP) on Innovation & Entrepreneurship spreads over 1 to 2 weeks. The faculty are trained through activity based learning. The program includes, not limited to the following topics:

Entrepreneurial Process

Opportunities Identification

Customer Discovery

Market Analysis

Design Thinking

Business Plan

Building MVP

Business Model

Canvas

Financial Feasibility
Go-To-Market Strategy

Prototyping

StartUp Ecosystem

Funding Opportunities

Technology

Commercialisation

IPR & Management

Pre-Incubation &

Incubation

E-cell Engagement

CED has collaborated with Wadhvani Foundation to train Faculty on I & E through the program CEE. Through online over a period of 2 months, the faculty identify a practice venture & pitch the idea with business plan.

**CERTIFIED
ENTREPRENEURSHIP
EDUCATOR (CEE)**

CED Impact Report 2025

Page 12

Impact Highlights

Total Impacts

24,671

Total STARTIFY Engagements

3,877

Total New Startup Aspirants

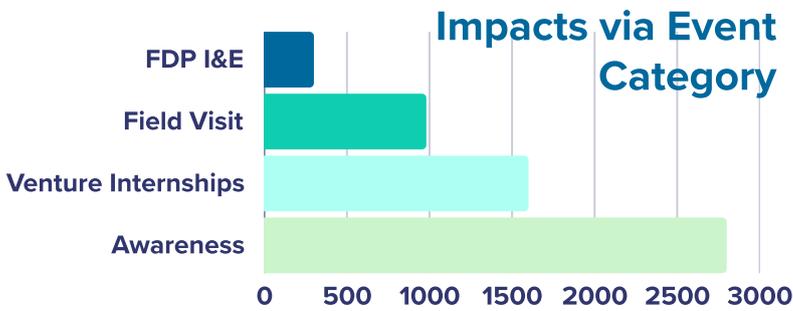
813

Rs. **32,00,000** Prototyping Grants Secured (July - Oct 2025)

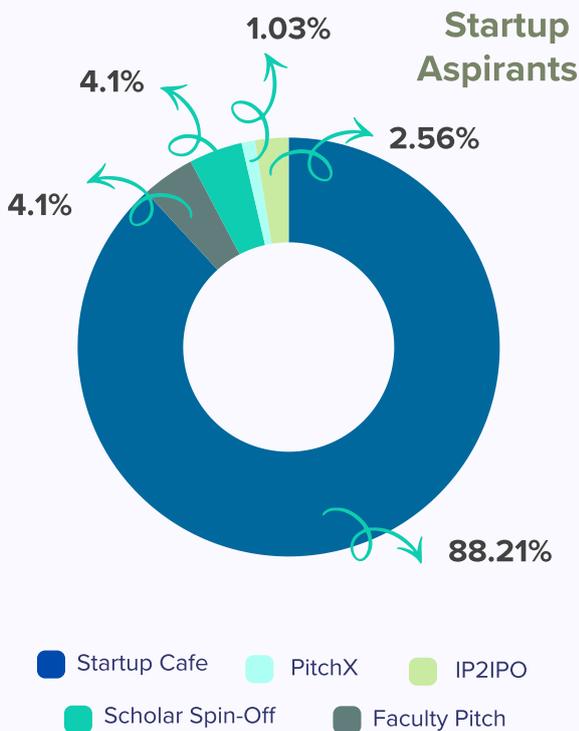
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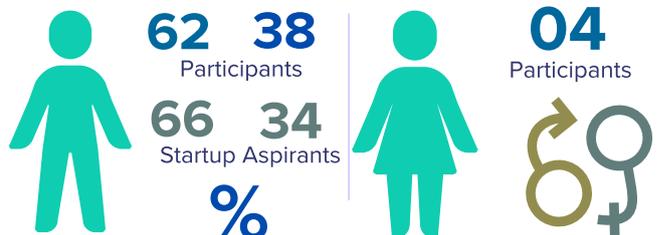


Event-wise Engagement



| | | | |
|----------------------------------|----------------------------------|-------------------------------|---------------------------------|
| 12 Venture Internships | 28 Awareness Campaigns | 21 Bootcamp Cohorts | 25 Mentoring Sessions |
| 19 Field Visits | 07 Pre-events | 51 Exhibits | 112 Pitching Rounds |

Gender Insight



Strategic Progress....

Mass Awareness & Entrepreneurship Education

CED has created opportunities for community-inspired focused StartUp discussion among the students across the E-cells of Colleges via CATALYSEED community forum.

CED has proposed Curriculum based Courses on Innovation & Entrepreneurship and the course UC23E01 ENGINEERING ENTREPRENEURSHIP DEVELOPMENT is included with 3 credits for all branches in Anna University UG curriculum from July 2024.

CED is also offering STARTUP PRACTICE VENTURE CREATION internships alongwith Wadhvani Foundation utilising WADHWANI IGNITE LMS portal for offering additional support and mentoring to students pursuing I & E courses.

SWOT Analysis



A Brief Story About The Solution

This content is a tailored SWOT analysis based on Startify's context — supporting entrepreneurship, innovation mindset, and startup readiness across Tamil Nadu's higher education ecosystem.



Internal Strengths

- **Structured Learning Framework**
- **Interdisciplinary Participation**

- **Strong Institutional Backing**
- **Government Alignment**
- **Large Student Reach**

- **Mentorship Ecosystem**
- **Statewide Recognition**
- **Media & Public Visibility**

SWOT Analysis



A Brief Story About The Solution

This content is a tailored SWOT analysis based on Startify's context — supporting entrepreneurship, innovation mindset, and startup readiness across Tamil Nadu's higher education ecosystem.



External Positives

- **Technology Leverage**
- **Women Entrepreneurship & Rural Innovation Focus**

- **Policy & CSR Alignment**
- **Industry-Academia Collaboration**
- **Global Startup Ecosystem Links**

- **Recognition to Position Startify as a national model for state-level student startup development**

SWOT Analysis



A Brief Story About The Solution

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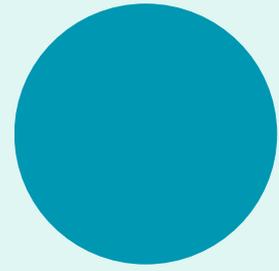
Internal Challenges

- **Varying Institutional Engagement**
- **Faculty & Mentor Fatigue**

- **Limited Post-Program Continuity**
- **Funding & Resource Constraints**

- **Lack of standardized impact tracking**
- **Limited Digital Infrastructure**

RISKS AHEAD



Funding Discontinuity

Shifts in policy priorities or CSR trends could affect sustainability.

- **Mitigation:** To establish phased funding milestones and explore multi-year MoUs.

Institutional Apathy

Academic focus on placements may overshadow entrepreneurship activities.

- **Mitigation:** Integrate Entrepreneurship into Academic Credit - **completed for AU**
- **Mitigation:** To highlight entrepreneurship as an employability enhancer – developing leadership, problem-solving, and innovation skills valued by recruiters.

Post Program Sustainability

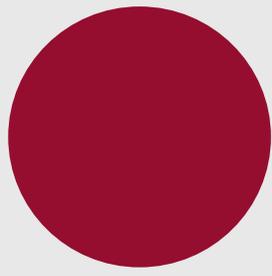
Many teams discontinue post-hackathon without incubation follow-up.

- **Mitigation:** To strengthen follow-up mentorship and incubation linkages.

Data and Documentation Gaps

Incomplete tracking of outcomes / progress.

- **Mitigation:** To use centralized reporting and digital dashboards for data management.



STRATEGIC WAY FORWARD

Building Continuity: To Develop a Startify Alumni & Incubation Network to nurture winners beyond the program.

Digital Platform Connect: To Launch an online Startify portal for tracking projects, mentorship, and funding leads.

Regional Hubs: To Create district innovation hubs (DIH) to support rural institutions.

CSR Integration: To Secure multi-year CSR partnerships for sustainability.

Outcome Metrics: To Institutionalize performance indicators – prototypes developed, startups incubated, IPs filed, grants secured, funds raised, jobs created etc..

ACTION PLAN 2025-26

Entrepreneurship Awareness & Innovative Product Development (IPD) Opportunities FOR ALL STUDENTS OF TAMILNADU

MASS IDEATION FOR STUDENTS OF HEI

To conduct Opportunity Identification Activities through E-cells of all HEIs of TN

MSME DIGITAL TRANSFORMATION SUPPORT

To involve aspiring Student Freelancers for MSME Digital Transformation Support

CREATION OF WOMEN MENTORS FOR GRASSROOT STARTUPS

To create women mentor pool across TN through Capacity Building Programs for Career-break Women Initiatives

STORYTELLING HACKATHONS FOR PROMOTION OF STARTUP CULTURE

To involve & assess students in various storytelling activities linked to community entrepreneurs for creation of non-farm sector startups from TN HEIs

CSR FUNDING SUPPORT FOR SEED GRANTS

To generate Technology Development Grants / Prototyping Grants for potential startups via CSR Funding Support

Team CED AU



Dr G S Mahalakshmi

Director
CED AU



S Sakthivel

Startup
Ecosystem
Strategy Officer



R Arun Kumar

Startup
Manager



P Praveen Kumar

Startup
Analyst



S Shruthi

Intern



N R Sasikumar

Office Assistant



StartupTN

குறு, சிறு மற்றும் நடுத்தரத் தொழில் நிறுவனங்கள் துறை மானியக் கோரிக்கை



மாண்புமிகு குறு, சிறு மற்றும் நடுத்தரத் தொழில் நிறுவனங்கள் துறை அமைச்சர்

திரு. தா. மோ. அன்பரசன் அவர்களின் அறிவிப்பு

1/6

தமிழ்நாட்டின் தேர்ந்தெடுக்கப்பட்ட 100 கிராமங்களில், அனைவரையும் உள்ளடக்கிய தொழில்முனைவு வளர்ச்சி, ஊரக பகுதிகளில் புத்தாக்கம், நிலையான பொருளாதார வளர்ச்சி ஆகியவற்றினை மையமாகக் கொண்டு 100 புத்தொழில் நிறுவனங்களை உருவாக்கும் "கிராமம் தோறும் புத்தொழில்" திட்டம் செயல்படுத்தப்படும்.

HCLFoundation



CSR Initiative

StartupTN & HCLFoundation Signs MoU empanelling CED-AU

StartupTN Signs MoU with HCLFoundation to Support 300 Budding Entrepreneurs for the next three years under the HCL Uday initiative. The MoU was formally exchanged at the StartupTN Office in Nandanam, Chennai, between Thiru. Sivarajah Ramanathan, Mission Director & CEO, StartupTN, and Dr. Nidhi Pundhir, Director, HCL Foundation. Key Highlights: Support for 300 startups over three years - Focus on inclusivity: 50% women and 50% from underprivileged youth - ₹10,000 financial assistance per startup for legal registration through the Start Step initiative - Comprehensive mentoring and training support through an empanelled implementation partner - Collaborative facilitation by StartupTN in alignment with Tamil Nadu's startup policies - Eligible ideas to be recommended for pre-seed funding through StartupTN with Mr. Gaurav, HCLF, Dr. G.S. Mahalakshmi, Director, Centre for Entrepreneurship Development, Anna University & Thiru. C N Prem Kumar, AVP, StartupTN. □

on 14.05.2025

Disrupting the CSR Policy: CSR project on Empowering Aspirant Entrepreneurs MoU signing of StartupTN with HCLTech on 14.05.2025 Happy to share that CED AU is the implementation partner

CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT - ANNA UNIVERSITY



- Broadband Technician
- Digital Marketing
- Manufacturing
- Green Skilling
- IOT
- Food Processing Unit
- Solar
- Marine Trade
- AI/ML
- Drone Technology
- Graphic Design
- Crochet
- Waste & Bamboo Products
- Cloud Computing
- Hospitality



RISE100

Powering Student Startups in Tamil Nadu

RISE100 identifies and nurtures 100 high-potential student startups across Tamil Nadu. Through bootcamps, mentorship, and funding, it empowers youth, women, and underserved students to turn innovative ideas into sustainable ventures.

| | | | |
|--|---|---|---|
| 6,000 students trained in entrepreneurship | 100 startups launched from colleges across Tamil Nadu | Seed funding, up to ₹10,000 each | Access to govt. prototyping grants up to ₹3 lakh (via StartupTN & EDII-TN) |
|--|---|---|---|

From ideas to impact
The RISE100 Pathway

- State Idea
- 5-day startup bootcamps
- Expert Mentorship
- Access to incubation, networking & funding support

Why do we exist?

Vision
To be the source of sustainable socio-economic and environmental development.

Mission
Nurture clean, green and healthy communities where everyone is empowered and equipped to reach their full potential. In full engagement with our employees and partners, showcasing and establishing international.

Value proposition
Innovation | Transparency | Accountability | Impact | Sustainability and Scalability | Inclusive Integrated Community Development Approach (IICDA) | Breaking the Cycle of Poverty | Outreach to the Unreached





Created as "Entrepreneurship Development Cell" under Dept. of Management Studies

2003

CED is formed as a Centre under AU

2015-16

CED AU is granted the IEDP Hub status (Regional Hub & District Hub) by EDII-TN - monitors startup awareness & promotion across 8 districts of TN

2017-18

STARTIFY 1.0
2023-24

2019-20

CED AU bags RISE100 CSR project from HCLF for facilitating State MSME StartupTN ONE VILLAGE ONE STARTUP Scheme

CED AU bags TNYIEDP District Hub status from EDII-TN for Chennai District

2025-26

STARTIFY 2.0
PUTHULIR 1.0
2024-25

STARTIFY 3.0

Adopted as STARTUP CHENNAI - SEIGA PUTHUMAI Govt. Scheme by State MSME-StartupTN

covers all TN Higher Education Instt.

CED AU creates MAKERS LAB under RUSA 2.0 ENTREPRENEURSHIP HUB

THE JOURNEY

2024
2025

IMPACT REPORT

Centre for Entrepreneurship Development

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A.C.Tech Campus, Anna University, Chennai 600 025

PROTOTYPING

INNOVATION

STARTUPS



@CedUniversity



@CedAnnaUniversity



@CedAnnaUniversity

| | |
|---|------------|
| Workshops & Internships | 02 |
| AI Product Development | 08 |
| Startup Practice Venture Creation | 02 |
| IoT Product Development | 03 |
| Awareness Programs - Offline | |
| DMI College of Engineering, Sairam Siddha & Homeopathy College, SSN College of Engineering, Chennai Institute of Technology | 01 |
| Awareness Programs - Online | 19 |
| Bootcamp Cohorts - Online 5 days | 25 |
| Mentoring Sessions | 112 |
| Pitching & Evaluation Rounds | 16 |
| Field Visits | 01 |
| Exposure Programs | 09 |
| Capacity Building Sessions for Faculty | 06 |
| Networking | 195 |
| Startup Ideas shortlisted | 32 |
| Seed Grant Obtained (in Lakhs) | |
| July-Sep 2025 | 10 |
| Pre-events Conducted | |
| Sri Eshwar College of Engineering, PSG Institute of Technology & Applied Research, Saveetha Engineering College, Sree Sakthi Engineering College, Nehru Institute of Technology, Karpagam College of Engineering, SNS College of Technology, College of Engineering Guindy | 51 |
| Stall Exhibits | 10 |
| CSR / Funding Partner Leads Generation | |
| HCL Foundation, IDFC Bank, Axis Bank, JSW Steel, Aditya Birla Group, Bisleri, Capgemini, ICICI Bank Foundation, SRF Foundation, Temenos | 67 |
| Startup Skilling Partners & Linkages Identified | |