

Press Release

Tamil Nadu Startup and Innovation Mission (StartupTN) has launched 'S2G Buy Day' to link Startups and the Government, as part of the initiatives to strengthen the startup ecosystem in the State. Government departments will put forward their requirements on focus areas for startups to sell their innovative products and solutions to the department.

'S2G Buy Day' is organised in line with the Tamil Nadu Government's budget announcement for 2022-23, wherein government departments and public sector undertakings will be allowed to directly procure innovative products and services valued at up to Rs. 50 lakh from startups in Tamil Nadu. This initiative is aimed at benefiting the government as well as startups.

"The 'S2G Buy Day' will be a series of events focusing on two departments every month to enable niche startups to sell their products and solutions for specific requirements. TANSIM will put forward challenges and the key areas where the Government departments are looking for solutions," TANSIM Mission Director and CEO Mr. Sivarajah Ramanathan said.

Requirements of the department will be uploaded on the StartupTN official website www.startuptn.in/events and shared in public forums. Interested and eligible startups will be provided with a platform to showcase their offer to key officials from the department for direct interaction. StartupTN will facilitate procurement of novel products and solutions for the government from startups.

The first of the 'S2G Buy Day' series is conducted for the Department of Social Defence functioning under the Social Welfare and Women Empowerment Department, Government of Tamil Nadu. While the Buy Day will be held in Chennai on June 14, the well defined process

includes direct interaction for the startups with senior officials from the department for better understanding of the requirements.

In this event the Department of Social Defence is specifically looking for startups that can work with nearly 44,000 underprivileged children from distressed and deprived backgrounds. These boys and girls are staying in various homes and orphanages run by the government and by various organisations that are registered with the department that are spread across the State.

These children from challenging backgrounds include orphans, children of destitute and single parents, victims of sexual abuse and child marriage, from vulnerable sections and children from homes for children in conflict with the law. Startups are expected to come forward with career guidance and livelihood development solutions for the children by applying impactful learning solutions.

The key areas where the department is looking for startups to pitch in are in education, skill development, counselling and career guidance for the children and following up their progress in the long run to make impactful changes in their lives in a bid to transform them into responsible citizens. The Government of Tamil Nadu pays for your services if you qualify.

The last date for submission of applications is June 12, 2022. Shortlisted startups will be informed to make the pre-final pitch before senior officials from the department. The location will be selected closer to the key officials of the target departments. Interested startups can visit www.startuptn.in/events for details of the requirements and eligibility criteria.

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