



## **Gramam Thorum Puthozhil Thittam- StartupTN (2025)**

### **Project View**

GRG Trust, in collaboration with StartupTN launched the first Village Startup Community under its flagship Gramam Thorum Puthozhil Scheme at Pillaiappampalayam - an extension centre of GRG Trust - PSGR Krishnammal College for Women in the Annur Block of Coimbatore district on 26 November 2025.

### **About StartupTN**

StartupTN (Startup Tamil Nadu) is the Government of Tamil Nadu's official nodal agency for promoting and strengthening the startup ecosystem across the state. It functions under the Department of Micro, Small and Medium Enterprises (MSME), Government of Tamil Nadu, with a mission to make Tamil Nadu a leading global innovation hub.

### **Key Initiatives of StartupTN**

#### **Gramam Thorum Puthozhil Scheme**

- A flagship rural entrepreneurship initiative
- Establishes Village Startup Communities across Tamil Nadu
- Focuses on grassroots innovation and rural economic transformation
- Promotes participation of women, youth, and persons with disabilities

### **Relevance to the Pillaiappampalayam Village Startup Community**

The launch of the **first Village Startup Community** under the **Gramam Thorum Puthozhil Scheme** represents:

- A milestone in decentralising Tamil Nadu's startup ecosystem
- A structured platform for rural women entrepreneurship
- Strengthened collaboration between GRG Trust, PSGR Krishnammal College for Women, and StartupTN
- A scalable model for future Village Startup Communities across districts

### **Aim & Key Focus Areas at RWTP**

- Empowering Rural Innovators through structured startup support and ecosystem development
- Building a Decentralised Startup Ecosystem that reaches beyond urban centers
- Empowering Youth, Women & Persons with Disabilities through inclusive entrepreneurial opportunities
- Supporting Ideation & Innovation at the grassroots level
- Facilitating Prototyping & Product Development for early-stage startups
- Providing Mentorship & Expert Guidance to nurture sustainable ventures
- Strengthening Rural Entrepreneurship Capacity for long-term economic impact

### **Official Launch**

The event marked the launch of Tamil Nadu's first-ever Village Startup Community initiative and extended support for rural women entrepreneurship.

The ceremony was graced by eminent dignitaries:

- Thiru Sanket Balwant Waghe, I.A.S., Additional Collector (Development) & Project Director, DRDA, Coimbatore
- Thiru R. Kamalakannan, Assistant Director of Panchayats, Coimbatore
- Dr. N. Yeshoda Devi, Secretary, GRG Trust
- Dr. P. B. Harathi, Principal, PSGR Krishnammal College for Women
- Ms. Venkadeswari N, Project Lead, StartupTN
- Dr. T. Anuradha, District Designated Officer (Food Safety), Coimbatore
- Thiru Sivakumar Palanisamy, Vice President & Chief of Staff, StartupTN
- Mrs. C. Gayathri, Project Lead, StartupTN, MSME Department, Government of Tamil Nadu

# Gramam Thorum Puthozhil Thittam- StartupTN (2025) Highlights

