

Bizmen display array of products at PSG biz meet

TNN | Mar 31, 2016, 01.04 AM IST

Coimbatore: H Vijay Raj, a commerce graduate and a part of the PSG Entrepreneurship cell, has managed to get seed funding for his start-up Foodly. Foodly plans to make nutritious food a habit among school-going children. They plan to appoint nutritionists in schools to counsel parents on packing healthy food and supply nutritional snacks. The budding entrepreneur has managed to get funding of almost Rs15 lakh for his initial prototype of targeting 1,000 children this academic year.

Vijay Raj was one of the entrepreneurs who showcased his product at the Millennium Alliance Innovation Workshop conducted at PSG College of Arts and Science. The Millennium Alliance is an initiative by the Technology Development Board (Government of India), US-AID, FICCI, UK-AID, ICICI Foundation and WISH Foundation to promote innovation and innovators in the country. They are in a tie-up with Nativelead Foundation. Speaking at workshop, FICCI representative Anil Kumar said their "priority sectors were education, health and water and sanitation". "Any new innovations or projects in these sectors are being pushed more and have more interested investors," he said. "This includes outsourcing, diagnostic mechanisms, drugs, testing, treatment equipment, nutrition etc," he said.

Taking a cue from this, a young student P S Sudish, has launched a company called "Skies". Being an acclaimed chess and football player in the zonal and state levels, Sudish decided to follow his dreams. "I have tied up with three other sports persons including footballer I M Vijayan, to form a syllabus and curriculum for 12 to 13 games and for a few indigenous games like kabaddi and palanguzhi as well," he said. "We tie up with schools, partner with their physical education department and often even teach them ourselves," he added.

A couple of other entrepreneurship ventures that stood out was an invention of an anti-microbial coated cell phone cover,

which costs just Rs 10 and a students model of customer relations and services management—which was a company called "Amoeba". They tied up with many small eateries and got them to offer discounts, which can be availed at the purchase of a card.