



# PANDIAN SARASWATHI YADAV ENGINEERING COLLEGE

(Approved by AICTE & Affiliated to Anna University, Chennai)

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## **Millennial PSY-CFIE Incubation Cell**

Millennial PSY- Centre for Innovation and Entrepreneurship (Section 8 Company) was established in the year 2014 at the PSY Engineering College campus and became an MSME-approved Business incubator in 2017.

The Incubation Center was established to develop a startup ecosystem in rural areas Madurai, Sivagangai and Ramanathapuram, aiming to identify and nurture startups while fostering entrepreneurship. Our key focus areas include agriculture, renewable energy, electric vehicles (EV), and long-term sustainability.

Our center offers co-working space, R&D, Fab Lab, Seed fund and Legal assistance. We provide startups with mentorship, market research, financial planning, and investor support tailored to their specific areas of work. Additionally, we conduct online and offline entrepreneurship programs such as Startup Awareness Camp, Ideation, Design Thinking, and Boot Camp, in collaboration with STARTUP TN, EDI, Native Lead, Startup Grind, and MABIF.

## **Awards and Recognitions**

- ❖ The Tamil Nadu government, through StartupTN, awarded a grant of ₹3 lakhs in December 2023.
- ❖ Students Valarmathi and Thilothama won third prize (₹30,000) in the Startup Competition conducted by StartupTN and EXCEL College on February 4, 2023.

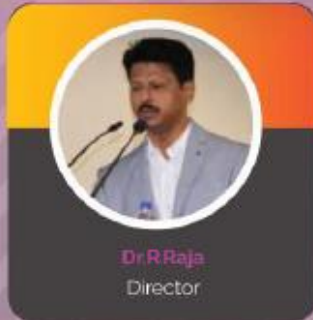
- ❖ Our teacher Mr. Nagarjuna's startup, PLASTO PAVER, was selected for the VIP-A funding scheme. A grant of ₹1,40,000 was provided by EDII Tamil Nadu.
- ❖ Incubatee Mr. R. Mohan won first prize for his product "Solar Trolley" at CII Connect 2021 organized by CII Tamil Nadu. He received a cash prize of ₹1,00,000 from the Honorable Chief Minister Mr. M.K. Stalin.
- ❖ Student incubatees Mr. Dineshkumar and his team won the first prize (₹50,000) and Mr. R. Mohan and his team won the second prize (₹30,000) in the "Aarambam" Startup Competition organized by Native Lead.
- ❖ Our incubatee Mr. Dhanaprakash won the Rural Scientist Inventor Award 2020 for his product "Solar Car," receiving a cash prize of ₹1,00,000. The competition was conducted by the State Government's Science City Higher Education Department.
- ❖ Our incubatees Mr. Mohan, Ms. Kavya, and Mr. Balaji won first and third prizes in the "GENZ" competition organized by 3D Printerfecto, earning a 3D printer, a cash prize of ₹50,000, and another cash prize of ₹15,000.
- ❖ The startup Ms. Greenscart won the TNSI (Tamil Nadu Student Innovators) title in 2019 and received a cash prize of ₹1,00,000.
- ❖ Incubatee Mr. Vetri and his team won third prize and the Best Idea Award at "Ideators 2018" held at Jansons School of Business, Coimbatore, receiving a cash prize of ₹40,000 in the competition.

## Our Team

### CEO



### BOARD OF DIRECTORS



### TEAM



## Our Values



## **EMPHASIZE OF C-FIE**



## Our Startups

In our early stages, Rainstock's journey blooms up with the idea of natural water bodies restoration and effectively involved in all social campaigns and activities to create awareness among general public. We have conducted ground water quality measure survey in 2015 & 2017 and published the results at Gandhi Museum by comparing the quality results on "World Water Day -March 22,2017". Our survey created a great impact among the people on the poor quality and contamination of their ground water. Reuse- Implementing Waste Water Recycling Treatment in a eco friendly. natural approach. Reach Out- Educating and Imparting knowledge among Public, Children and Students.



Saktivel  
Rainstock CEO



Bala Vignesh  
Simperry CEO

We are here to connect bridge in supply chain through our digital platform as a service to Customer, Merchants and Riders. We provide a simple and smart digital system in which Merchants can connect with their existing and new customers through Simpery Smart Digital Platform (We are your Delivery Partner). Difficult to Earn in Quarentine. Join with us and serve the society. We provide you with the best earning package.



This is Mr.K.Sankaralingam founder of tartup GreensCart. He have graduated BE in the year of 2020. His startup mainly aims at providing hygienically packed ready-to-make foods to the people around the world and the main ingredients of our products will be the different varieties of greens and micro-greens. They are very familiar that greens and micro-greens are riched for its an ability to cure the health problems, but people mostly in urban sector they are unaware of it even if they are aware due it's unavailability in most areas, they simply leave them aside. In order to bridge this problem we stepped into the market with our different varieties of food products each of them will be having one of the varieties of greens or microgreens as its main ingredients and our main aim is to provide nutrition enriched food for all our people.



K Sankaralingam  
GREENSCART CEO



Suresh Kumar C  
Made In Sivaganga CEO

Made In is a Hyper local on demand essential delivery services startup for Tier II and Tier III cities. As a founder, Suresh Kumar's immediate dream is to ensure his town gets essential at their doorsteps. He started with a mobile phone and motorcycle in Sivaganga, he managed his vision into a reality called "Made In Sivaganga". In Made In Sivaganga, they take orders through phone calls and get delivered to their customers initially. Now, they are building a platform for businesses and consistently working towards developing unique software for integrating calls and mobile application. From a lean startup of just 2 members to a workforce of 10+ excellent resources they deliver essentials to their customers in Sivaganga.

Suresh Kumar C is a First Generation Young Entrepreneur from Sivaganga, who choose to take the path of entrepreneurship, when he was 22 years old.



R. Mohan - The founder of the startup Mobity .  
He has completed his B.E Mechanical Engineering at Pandian Saraswathi Yadav Engineering College. He leads up the C-FIE as CEO.He started his own startup 'MOBITY'. MobitY is an online platform (Web & App) which connects Electric Autos, Auto Drivers & Auto seekers (people) on "No Booking Concept". Now he runs up his startup and works on building is this platform. He is having a good experience in Product Development, E-Vehicle manufacturing and core skill set in Creo Designing. He won the prizes in mone events, during his graduation and he won the first prize for "Solar Trolley" and awarded Rs.1lakh from honorable Chief Minister of Tamilnadu Mr.M.K.Stalin in CII CONNECTATHON 2021.



Mohan R  
MobitY FOUNDER



Ponvel Murugan  
Yavi CEO

Mr.Ponvel murugan, working as Assistant professor at Pandian Saraswathi Yadav Engineering College. Now he has started his startup 'YAVI' based on smart Terrace Poultry. He build this startup to enhance Terrace poultry through the cities.His main focus is to every home makers who live in cities have knowledge in growing hens can make this as a passion.The startup YAVI now attracts more customer base in Madurai (nearby areas). He is not only a founder of startup, he also Mentor and involve many innovative projects. Like Solar car, Solar-powered Rail inspection Trolley, Foot operator sanitizer Dispenser, Medical stretcher(which served during these COVID days), Oxygen concentrators. He also leads up & enhance the students to build their own startup and provide continuous Mentorship on entrepreneurship.

