



Adi Dravidar & Tribal Welfare Department



**2024**  
**TN-BEAT EXPO**  
BUILD ENTREPRENEURS IN  
ADI DRAVIDARS & TRIBALS







# 2024 TN-BEAT EXPO

BUILD ENTREPRENEURS IN  
ADI DRAVIDARS & TRIBALS





# Introduction

The Government of Tamil Nadu strives to promote educational and economic interests of the weaker sections of society, and, in particular, of the SC / ST, protecting them from social injustice and all forms of exploitation, in alignment with its National policies and principles. It endeavours to eliminate inequalities in status, facilities and opportunities, not only amongst individuals but also amongst groups of people residing in different areas or engaged in different vocations. The Tamil Nadu Build Entrepreneurs in Adhi Dravidar and Tribals (TN BEAT) Exhibition and Business Conclave was the most befitting initiative of the above directive principle.



# TN BEAT EXPO 24

## The mega story

South India's biggest conclave and exhibition for SC and ST entrepreneurs, TNBEAT EXPO 24 was organised in a grand fashion at The Chennai Trade Center Nandambakkam, Chennai on 26th and 27th of January 2024

In a one-of-its-kind initiative, this well-designed industrial development initiative brought together SC/ST entrepreneurs under one roof. TN BEAT EXPO 24 was held with support from the State government and Tamil Nadu Adi Dravidar Housing and Development Corporation Limited (TAHDCO).

### The making & promotion of TNBEAT EXPO 24

By establishing a clear goal, TAHDCO focused on the most important things to promote. A very clear vision of what message and content TAHDCO wanted to get across within the time available determined clear strategies for promotional activities of TNBEAT EXPO 24.

### Region-wise Road shows

### Flyers

### Banners

### Social Media

### TV/FM Advertisements



## TN BEAT EXPO 24 was designed to

- Enhance industrial growth among Adhi Dravidar and Tribes of Tamil Nadu.
- Equip entrepreneurs with incubation facilities encompassing technical, operational, product development, quality standardization support systems, monitoring and mentoring.
- Widen networking opportunities within the region and across the country in order to enhance values of the SC/ST business owners of the State.
- Achieve an Entry Level status for "Make in Tamil Nadu" mission through exposure for Innovation.
- Present a platform for Competitive Participation amongst the Start-up and Student Community in showcasing innovations.
- Design the Business conclave and two day Sessions focusing on next gen entrepreneurs among Adhi Dravidar and Tribals.
- Enable Captive Industry Buyers from amongst the widespread sectors – map and network, interact and discover untapped potential.
- Bring new entrepreneurs and develop new entrepreneurs.







The event is a well-designed industrial development initiative aimed at evolving as the core platform for the turnaround and future development of the regions, industrial strengths. This keen initiative that pushed TAHDCO to go the next step forward, in association with the DICCI & CII the two professionally run organizations in the Exhibition Industry to conceive the new avatar of TN BEAT EXPO 2024 as the title which indicates BEAT as BUILD Entrepreneurs in adi dravidar & tribals.

Covering almost all the segments and business sector of the region, the desired outcome of TN BEAT EXPO 2024 is to enunciate, evolve, enumerate, empower, and enable consistent & wider growth potential for Tamil Nadu business and entrepreneurial community.

# Supporting Agencies

The TN BEAT EXPO 24 was supported by organisations like NSIC, CII, DICCI, EDII TN, National SC ST Hub and ACTIV with a common goal of empowering SC, ST entrepreneurship in Tamil Nadu.



एन एस आई सी  
**NSIC**  
ISO 9001 : 2008



Confederation of Indian Industry

**DICCI**



**TEAM**  
AND TRADE EXPOS  
...making events happen since 2001...



# Business Incubation Services

TN BEAT EXPO 24 was conceived, designed and emerged as the unique single window source for Operational, Technical, Capacity building, Mentoring & Guiding SCST.

**TOTAL - 375 Stalls**

**14 TAHDCO Pavilion**

**176 B2B Stalls | 10 Banks**

**128 B2C Stalls | 30 PSU**

**17 Startup Pavilion**





# B2B Industries at TN BEAT EXPO 24

TN BEAT EXPO24 provided a rare opportunity for SC/ST entrepreneurs to set greater goals in B2B transactions i.e. transaction between businesses, such as one involving a manufacturer and wholesaler or a wholesaler and a retailer.

Food Industry

Mobility

Chemical Industry

Digital Marketing, Software Technology and Printing

Electrical & Electronics

Clothing & Textile

Construction

Cosmetics, Education &  
Handicrafts

Banks

Central Govt. PSU

State Govt. PSU

## Products & services that were on display

- Automobile engineering
- Digital marketing
- Electrical and electronics
- Construction
- Furniture
- Textile
- Education and service industries
- Terracotta
- Handicrafts
- Beads
- Jewelry
- Handbags
- Eco-friendly products
- Agro food products
- Organic foods
- Agriculture





# B2C Entrepreneurs in TN BEAT EXPO 24

- Over 128 SC /ST entrepreneurs participated
- Participants were from Agro food products , FMCG sector, handcrafted products and from service industries including solid waste management services, etc.







**Mr. M. Vijaya Baskar**  
Professor- Madras Institute of Development Studies



**Mr. Thiru Srinivasan**  
CEO, Advanced Automotive Technologies



**Dr. Sadrita**  
Assistant Professor- Bharathidasan  
Institute of Management



**Ms. Menaka**  
Founder, Manvaasanai Pvt Ltd.



**Mr. M. Selvam**  
CEO & Founder, Shortfundly



**Mr. Meenakshi Sundaram**  
Chief Technology Officer,Amalgamations  
Components Group.



**Mr. Arun Prakash**  
Founder & CEO- GUVI



**Mr. Sivarajah Ramanathan**  
Mission Director & Chief Executive Officer Tamil Nadu  
Startup and Innovation Mission (TANSIM)

# TN BEAT EXPO 24 Seminar

TAHDCO's meticulous planning and execution taking into account every perspective of SC / ST entrepreneur development was the key reason behind grand success of TN BEAT EXPO 24. The SC/ST students' community was given special

attention. Around 6000 students from various educational institutions and SC/ST hostels from districts outside Chennai were invited to participate and learn about latest trends in business and interact with experts in various fields related to entrepreneurship.



**Dr. Rupel Nargunam**  
Assistant Professor of Actuarial Science and Finance,  
Madras School of Economics, Chennai.



**Mr. M Krishnadoss**  
Founder & Director,  
PEAS Automation & Technologies Pvt Ltd



**Mr. S. Shriram**  
Executive Vice President, Minimini



**Mr. Srinivasa Raja**  
Managing Director, Adyar Ananda Bhavan (A2B)



**Mr. Vijaya Komagan MS**  
CEO & Founder, Kardle Industries Pvt Ltd.,



**Mr. Arun Roy, I.A.S**  
Secretary to Government, Industries, Investment  
Promotion & Commerce Department.



**Dr. Kavidasan**  
Director, Roots Industries India Ltd.



**Ms. Priya Gunasekar**  
Founder, RA Foods



**Ms. Shobana Kumar**  
AGM & Regional head, APEDA



**Mr. Ponnuswami**  
Founder and Chairman, Pon Pure Chemicals Group



# Buyer-Seller Meet

The Buyer-Seller Meet held at the Expo was a dynamic convergence of industry players, entrepreneurs and stakeholders. The Meet aimed at catalyzing business interactions and forging mutually beneficial partnerships. The event served as a pivotal platform for buyers and sellers across diverse sectors to engage in fruitful discussions, explore collaborations and leverage emerging opportunities in the market landscape.



The one-on-one discussions involving Public Sector Units at the Expo Lounge served as a catalyst for nurturing strategic partnerships, fostering collaboration and driving positive outcomes. By leveraging intimate engagement, PSUs laid the groundwork for meaningful relationships and collaborative initiatives that have the potential of creating lasting value and impact for all stakeholders involved.



# TN BEAT 24 A success story

***“Identify, tap the potential, present opportunities, create financial linkages, mentor the Adi Dravidar and tribal entrepreneurs to achieve greater success...”*** was the lifeline echoing across the numerous stalls TN BEAT EXPO 24. A scintillating presentation of rhythms and music by folk artists at the grand finale reverberated powerfully with symphonies of joy and success.

**8,000**  
Products on display

**25,000**  
Visitors











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