


# BRIEF OUTLINE OF EUROPEAN BUSINESS TECHNOLOGY CENTRE (EBTC)

*Inauguration of*  
**EBTC's European Technology  
Experience Centre (ETEC)**  
*at*  
**Thiagaraja College of  
Engineering (TCE), Madurai,**  
Tamil Nadu



# ETEC @ TCE

**EBTC's European Technology Experience Centre (ETEC) at  
Thiagarajar College of Engineering (TCE), Madurai**



***EBTC and TCE have embarked together to form an institutional collaboration to support and facilitate European and Indian partnerships at the business, research, and entrepreneurship levels. With this, there is now a connection of two ecosystems at the macro and micro levels to enable seamless cooperation across borders.***

## **What can you find and do at the ETEC@TCE?**

- **Faster access** to market and research opportunities in the **State of Tamil Nadu**.
- **Virtual display** of European technologies and Indian opportunities at [www.ebtc.eu/etec](http://www.ebtc.eu/etec)
- **Physical display** of European technologies in a location in Tamil Nadu.
- **Incubation** of EU and Indian technologies, companies and JVs.
- **Pilot and demonstrate** EU technology with Indian stakeholders.
- **Adapt and Localise** European technologies to Indian conditions.
- **EU-India Knowledge sharing** platform: Exchange between industry, university, researchers, students in Europe and Tamil Nadu.
- **Innovation Zone** - Where EU and Indian start-ups / entrepreneurs / students / researchers / can collaborate and do joint projects and co-develop products.
- **Vocational Training** and Capacity Building Programs.



# Key features of ETEC@TCE

## Innovation Zone

- A facility for EU and Indian students and start-ups, that aims to primarily foster new models of learning and collaborative activities between students, entrepreneurs.
- An entrepreneurial environment where students, researchers, entrepreneurs can explore new and innovative technologies, learn about technology developments and research carried out by their counterparts in EU and India.

## Technology Demonstration

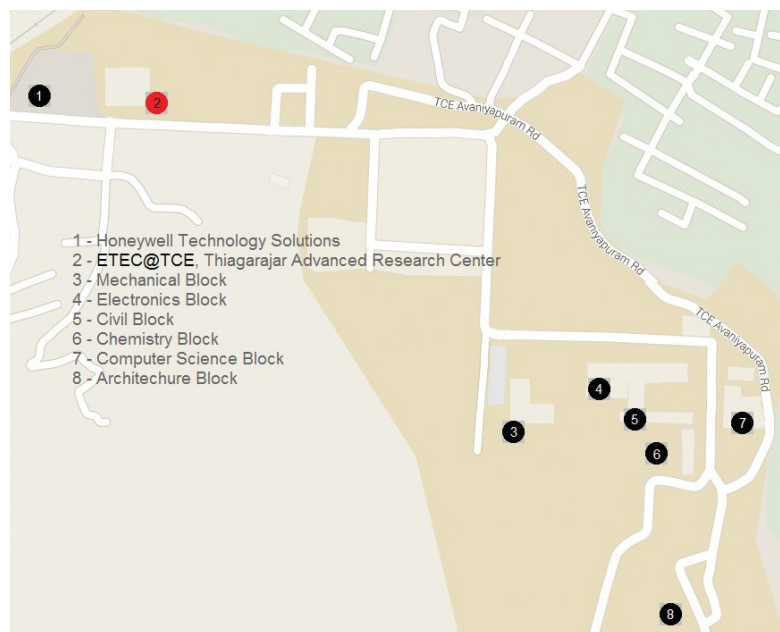
- EU tech companies can install prototype or pilot plants and demonstration units in live and working conditions to assess and showcase the feasibility of EU technology in Indian conditions.
- To indigenise EU technology and improve its technical performance and economic viability;

## Vocational Training

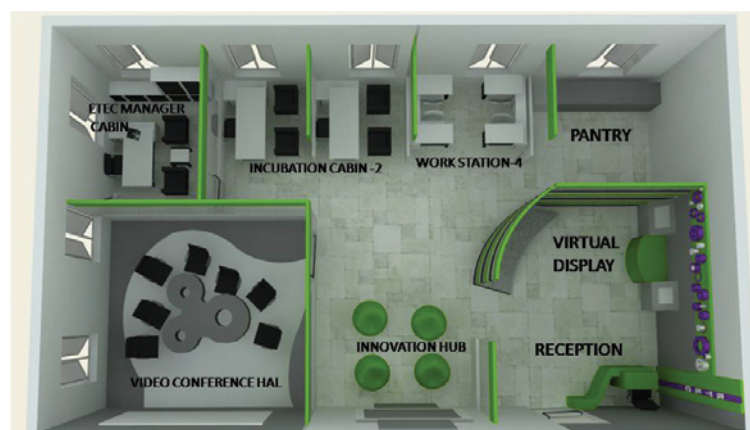
- A Centre where EU experts provide vocational training programs (both virtual and real) for a specific group of Indian audience.
- To develop and deliver vocational training programs based on the needs of the Indian Industry leveraging the expertise of Europe.

## About TCE, Madurai

TCE is one of the most reputed engineering and technology institutions in India, established in the year 1957. With more than 250 faculty members, 4100 students, this autonomous institution is aided by State and Central Government, approved and accredited by All India Council for Technical Education and affiliated to Anna University, Chennai. The motto of the institution is "*Where quality and ethics matter*". The College has been awarded the Performance Excellence Trophy as part of IMC RBNQ National quality award. The College is also accredited with AAAA+ grade and is ranked 42nd among the engineering research institutions including IITs and NITs based on the annual rating published by Career 360° Magazine.



Map of TCE and departments



ETEC@TCE Floor Map

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*Inauguration of*  
**EBTC's European Technology  
Experience Centre (ETEC)**  
*at*  
**Thiagaraja College of  
Engineering (TCE), Madurai,**  
Tamil Nadu



*You are cordially invited to a closed group inaugural event of  
**EBTC's European Technology Experience Centre (ETEC)** at  
**Thiagarajar College of Engineering (TCE), Madurai, Tamil Nadu.***

*Please join us to **inaugurate ETEC@TCE on July 24<sup>th</sup>, 2014** at  
Thiagarajar College of Engineering.*

[Click here](#) to view the **ETEC@TCE Map**

*EBTC expands to one more location in India in collaboration with TCE, Madurai, Tamil Nadu.*

*EBTC and TCE have embarked together to form an institutional collaboration to support and facilitate European and Indian partnerships at the business, research, and entrepreneurship levels. With this, there is now a connection of two ecosystems at the macro and micro levels to enable seamless cooperation across borders.*

*Come and meet with European organisations, EBTC partners, Regional Consulates and EU representatives alongside the business and university communities of Tamil Nadu State.*

## Agenda

**17:00**

### **Launch of ETEC and Ribbon cutting**

- Welcome address by Mr. T. Kannan, Chairman, TCE Madurai.

	<ul style="list-style-type: none"> <li>– Introduction to EBTC - by Mr. Poul V. Jensen, Director, EBTC</li> <li>– Key Note address -Mr. João Cravinho, Ambassador of the European Union (tbc)</li> </ul>
<b>17:30</b>	<p>Presentation of key features of ETEC@TCE – Moderated by Ms. Leena Pish Thomas, Regional Director, EBTC Bengaluru.</p> <ul style="list-style-type: none"> <li>– EU Technology Demonstration by Mr. Hans Günter Lind, Head of Companies and International Markets, Fraunhofer MOEZ, Germany</li> <li>– EU-India Vocational Training Program by Mr. Bala Mahendran, Chief Executive, Basildon Borough Council, UK</li> <li>– EU-India Innovation Zone by Mr. Frans Nauta, Entrepreneurship Lead, Climate-KIC Network.</li> </ul>
<b>18:00</b>	Innovation Zone – Interaction between EU Start-ups & TCE Start-ups and spin-offs
<b>19.00</b>	Cocktail and Dinner

**To confirm your participation:**

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EUROCHAMBRES



THE HINDU

JULY 25, 2014

# European Technology Experience Centre inaugurated at TCE

To facilitate European and Indian collaborations in business and research

Staff Reporter

**MADURAI:** An European Technology Experience Centre (ETEC) was inaugurated at Thiagarajar College of Engineering (TCE) here on Thursday. The centre will facilitate enterprising and innovative European and Indian collaborations in business and research.

Addressing the media, Poul V. Jensen, Director of European Business and Technology Centre (EBTC), said the ETEC would focus on innovative developments in fields such as biotechnology, energy, environment and transport.

"The ETEC will simplify the procedure in collaboration of technologies by creating a virtual and physical platform, where European technologies will be demonstrated," he added.

The TCE centre is supported by the EBTC, which launched a centre in Bangalore last year.

According to Leena Pishe



*Poul V. Jensen, Director, European Business and Technology Centre, speaking at Thiagarajar College of Engineering in Madurai. - PHOTO: G. MOORTHY*

Thomas, Regional Director of EBTC, Bangalore, innovative technologies on water treatment, sustainable architecture and solar power desalination, among others, are explored at the centre since last year. The ETEC at the TCE will be a common ground for Europeans and Indians to collaborate and in-

novate. "There will be an innovative zone at the ETEC, where students, researchers and entrepreneurs will be able to explore new technologies and learn about developments and research activities carried out by their counterparts," she said.

Karumuttu T. Kannan, Chairman, TCE, noted that

this was the first time the ETEC had been inaugurated in a tier-two city.

"The collaboration could result in localising and customising technologies of the European Union. The low cost and effective teaching methodology here could result in learning solutions in the EU." He said the college

had been recognised by the Ministry of Science and Technology for establishing a centre for entrepreneurship development, which would compliment the ETEC. The ETEC would act as a repository of technologies from the EU countries. "It will be a catalyst in bringing together Indian industries and EU counterparts. The TCE will bring to the table its own research expertise," he added.

P. R. Ganapathy, Chief Operating Officer of Villgro Innovations Foundation, Chennai, lauded the ETEC for the centre's contribution to social entrepreneurship. Hans Gunter Lind, Head of Companies and International Markers, Fraunhofer MOEZ, Germany, and Bala Mahendran, Chief Executive of Basildon Borough Council, UK, were present.

Later, a memorandum was signed between TCE and Prospects College of Advanced Technology, UK, for exploring collaboration opportunities.



25 JULY 2014

## European Tech Centre Inaugurated in Madurai



Leena Pishhe Thomas, Regional Director, EBTC Bengaluru, Poul V Jensen, Director, EBTC at the launch of European Technology Experience Centre at Thiagarajar College of Engineering in Madurai on Thursday | K K SUNDAR

### Express News Service

**Madurai:** Aimed at enhancing technology collaboration between Europe and India, the European Business and Technology Centre (EBTC) signed a memorandum of understanding with Thiagarajar College of Engineering and launched its new centre European Technology Experience Centre (ETEC) here on Thursday.

"With Thiagarajar College of Engineering recently receiving a special grant for research on entrepreneur technology from the Ministry of Science and Technology, the new centre should enable Indian entrepreneurs to explore European technology," said T Kannan, chairman of the college.

"The new centre aims at providing a platform to European countries and India to market their technologies in four sectors—biotech, energy, environment and transport—and to assist the business, science and research communities in clean technology transfer," said Poul V Jensen, director, EBTC. He added that the centre would bridge the technology gap between India

and Europe and allow Indian researchers to explore European countries and connect with them.

While addressing journalists here, Poul V Jensen said: "Technology owners in Europe find it difficult to connect with and customise to the Indian market. With this centre, they can connect with each other and work to localise technology."

"The new centre will have a display of products and poster of European technologies and their prototypes; demonstration versions; and training and capacity building workshops. Entrepreneurs can connect with each other via the video conferencing to share their common vision," said Leena Pishhe Thomas, regional director, EBTC, Bengaluru.

She added that ETEC was already launched in Bangalore and was expanding its centre to Madurai believing that ETEC and researchers at Thiagarajar College of Engineering had a common vision and expertise.

"This new facility will be open to students, professors and entrepreneurs of other colleges as well," T Kannan said.



25 JULY 2014

NEW | TECH ■ European Business and Technology Centre, Thiagarajar college are in collaboration

# European Union centre to promote clean tech

DC CORRESPONDENT  
MADURAI, JULY 24

In a first, the European Business and Technology Centre (EBTC), an initiative of the European Union, has launched its centre in collaboration with the Thiagarajar College of Engineering (TCE) in Madurai to promote European and Indian innovations on clean technologies.

Called the European Technology Experience Centre (ETEC), it is housed at the Thiagarajar Advance Research Centre on the TCE campus, where European technologies will be showcased on physical and



European Business and Technology Centre director Poul V. Jensen (second from right) gestures after opening its centre at Thiagarajar College of Engineering in Madurai on Thursday. College chairman Karumuttu T. Kannan (extreme left) looks on. —DC

virtual platforms. Its virtual space. Briefing the Bengaluru centre, opened last year, is restricted to V. Jensen said the focus

would be on promoting clean technologies in the four key fields of water, energy, environment and transport and the centre would serve as a two-way street so that the EU nations and India could benefit from each other's markets.

"The centre aims to bridge the trust gap through technology showcase and piloting, innovation zone and vocational training. It is all about incubating and commercialising technologies and opening a channel for Indian innovations. This technology collaboration is a pioneering and long-term

effort that will support small and medium enterprises," he said.

Talking about the importance of the project, EBTC regional director Leena Pishu Thomas said it is time and cost-effective and if Indian innovations had to be harnessed in Europe, such collaboration was essential. "The innovation zone will foster new models of learning and collaborative activities in an entrepreneurial environment. In this unique space, students, researchers and entrepreneurs alike will be able to explore new technologies and learn about developments and research

carried out by their counterparts. Student-entrepreneurs can leverage on the eco-system to increase their businesses," she said.

EBTC is already supporting projects on water treatment, sustainable architecture and desalination.

College chairman Karumuttu T. Kannan said the ETEC@TCE will localise and customise European technologies to suit the needs of the Indian market. The Union ministry of science and technology, having recognised TCE as a centre for entrepreneurial development, the EU project will complement it, he added.



## Window opens up for tech ties between EU, south TN

TIMES NEWS NETWORK

K Antony Xavier

**Madurai:** Business ties between Indian and European companies are set to get easier thanks to the establishment of the European Technology Experience Centre (ETEC). The centre run by European Business and Technology Centre (EBTC) was opened at the Thiagarajar College of Engineering (TCE) on Thursday. The centre, co-funded by European Union and coordinated by Eurochamber, would provide customised technological support for small and medium entrepreneurs.

It would be easier for entrepreneurs from this part of the state to access European technology in four key sectors like biotech, energy, environment and transport. It is believed to be the first-for-its kind in Tamil Nadu and expected to extend collaboration in business and research fronts.

As the centre is established in TCE campus in Tiruparankundram, the student population from various colleges are to benefit most, apart from the entrepreneurs. The students' researches and innovations would easily get attracted by the European nations through the centre. They would be displayed in the centre and similarly the products customized for the India business would also be exhibited.

The ETEC in the TCE campus would provide vocational training and capacity-build-



The European Technology Experience Centre that aims to provide customised technological support for small and medium entrepreneurs was opened at Thiagarajar College of Engineering on Thursday

ing based on the needs of students and entrepreneurs from southern Tamil Nadu. It would create an innovative zone for learning and collaboration activities in an entrepreneurial environment. In the unique space students, researchers and entrepreneurs can explore new technologies and learn about developments and research carried out by their counterparts in European Union.

Leena Pishé Thomas, regional director of EBTC, Bangalore said that there is a lot of potential among the students and entrepreneurs in Madurai and surrounding districts. The students are particularly extremely proactive. They possess all the required qualities of becoming entrepreneurs and innovators, she

said. "We have recognised the requirement of adopted foreign technology for Indians. The centre would positively resonate with European technology providers, researchers and students as they will have more opportunities to demonstrate their technologies," she said.

Karumuttu T Kannan, chairman, TCE said the centre will act as a repository of technologies from European countries. It would be a catalyst in bringing together Indian industries and European Union counterparts together. With the TCE having already provided the centre for entrepreneurship development by the ministry of science and technology, the centre would be useful for the students, he said.



## முதல் ஐரோப்பிய தொழில்நுட்ப மையம்

▶ தியாகராஜர் பொறியியல் கல்லூரியில் தொடக்கம்



விழாவில் பங்கேற்ற கல்லூரித் தலைவர் கருமுத்து தி.கண்ணன், ஐரோப்பிய வணிகம், தொழில்நுட்ப மைய இயக்குநர் பால்ஜென்சன், மண்டல இயக்குநர் லீனா பிசே தாமஸ் உள்ளிட்டோர். படம்: ஜி.மூர்த்தி.

■ மதுரை தமிழகத்தின் முதன் ஐரோப்பிய தொழில்நுட்ப மையம் மதுரை தியாகராஜர் பொறியியல் கல்லூரியில் தொடங்கப்பட்டது. மதுரை தியாகராஜர் பொறியியல் கல்லூரி, ஐரோப்பிய வணிகம் மற்றும் தொழில்நுட்ப மையம் இணைந்து தமிழகத்தின் முதல் ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையத்தை வியாழக்கிழமை தியாகராஜர் பொறியியல் கல்லூரியில் தொடங்கி வைக்கப்பட்டது. இதுகுறித்து ஐரோப்பிய

தொழில் மற்றும் தொழில்நுட்ப மைய இயக்குநர் பால்ஜென்சன் கூறும்போது, கடந்த ஆண்டு பெங்களூரில் இந்த மையம் தொடங்கப்பட்டது. தற்போது தமிழகத்தில் முதன்முறையாக மதுரையில் தொடங்கப்படுகிறது. உயிர் தொழில்நுட்பம், ஆற்றல், போக்குவரத்து, சுற்றுச்சூழல் ஆகியவற்றுக்கு முன்னுரிமை அளித்து இந்த மையம் செயல்படும் என்றார். ஐரோப்பிய தொழில் மற்றும் தொழில்நுட்ப மைய மண்டல இயக்குநர் லீனா பிசே தாமஸ்

கூறும்போது, தொழில்நுட்ப மையம் அமைவதன் மூலம் இந்தியாவிலும் ஐரோப்பாவிலும் உள்ள வல்லுநர்கள் ஒன்றாக இணைந்து செயல்படும் வாய்ப்புகள் ஏற்படும். இதற்கு குறைந்த பணம் மற்றும் குறைந்த நேரம் மட்டுமே போதுமானது. தொழிற்பயிற்சி, திறன் வளர்ப்பு பயிற்சி ஆகியவற்றுக்கு இந்த மையம் ஏற்பாடு செய்யும் என்றார். பேட்டியின்போது கல்லூரித் தலைவர் கருமுத்து தி.கண்ணன் உடனிருந்தார்.



தியாகராசர் பொறியியல் கல்லூரியில்

## ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையம் திறப்பு

திருப்பரங்குன்றம், ஜூலை 24: மதுரை தியாகராசர் பொறியியல் கல்லூரியில், ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையம் திறப்பு மற்றும் இங்கிலாந்து பிராஸ்பெக்ட் கல்லூரியுடன் புரிந்துணர்வு ஒப்பந்தம் ஆகிய நிகழ்ச்சிகள் நடைபெற்றன.

மதுரை தியாகராசர் பொறியியல் கல்லூரியும், பெங்களூரில் உள்ள ஐரோப்பிய வணிகம் மற்றும் தொழில்நுட்ப மையமும் இணைந்து, தியாகராசர் மேம்பட்ட ஆராய்ச்சி மையத்தில் ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையத்தின் தொடக்க விழா விழாவுக்கு கிழமை நடைபெற்றது.

விழாவில், கல்லூரியின் தாளாளர் கருமுத்து தி.கண்ணன் தலைமையுடைய பேசிய தாவது: தியாகராசர் பொறியியல் கல்லூரியில் இம்மையம் அமைவதால் இந்தியா மற்றும் ஐரோப்பா நாடுகளிலுள்ள தொழில்முனைவோர், ஆராய்ச்சியாளர் எல்லை கடந்து பணியாற்ற வாய்ப்பு ஏற்படும். 28 நாடுகளை உள்ளடக்கிய ஐரோப்பியத் தொழில் கூட்டமைப்பின் தொழில் நுட்பங்களின் பாதுகாப்பு களஞ்சியமாக இது இருக்கும். தியாகராசர் பொறியியல் கல்லூரி தன்னுடைய அனுபவ ஆராய்ச்சி மற்றும் தொழில்நுட்ப திறமைகளையும், ஆலோசனைகளையும் இந்திய தொழிற்சாலைகளுக்கு வழங்கும் என்றார்.

ஐரோப்பிய வணிகம் மற்றும்



புதிய மையத்தை திறந்து வைத்த ஐரோப்பிய வணிகம் மற்றும் தொழில்நுட்ப மைய இயக்குநர் பால்.வி.ஜான்சன். அருகில் கல்லூரியின் தாளாளர் கருமுத்து தி.கண்ணன்.

மும் தொழில்நுட்ப மைய இயக்குநர் பால்.வி.ஜான்சன் புதிய மையத்தை திறந்துவைத்து பேசியதாவது: ஐரோப்பிய தொழில்நுட்பங்களுக்கு இங்கு நேரடியாகவும் இணையதளம் மூலமாகவும் செயல்முறை விளக்கங்கள் வழங்கப்படும். புதிய கண்டுபிடிப்புகளுக்கு என தனிப் பிரிவு அமைக்கப்படும். இந்திய ஐரோப்பிய நாடுகளை சேர்ந்த ஆராய்ச்சியாளர்கள், மாணவர்கள், தொழில்முனைவோர் தங்கள் தொழில்நுட்பங்களை பரிமாறிக்கொள்ள வழி ஏற்படுத்தப்படும் என்றார்.

ஐரோப்பிய வணிகம் மற்றும் தொழில்நுட்ப மண்டல இயக்குனர் லீனாபிசே தாமஸ் பேசியதாவது: இந்த மையம் மூலம் இரு நாட்டு தொழில் வல்லுநர்களும் இணைந்து செயல்பட முடியும். இந்திய வல்லுநர்களின் துணை

யுடன் ஐரோப்பிய தொழில்நுட்பங்களை இங்கு செயல்படுத்தலாம் என்றார்.

தியாகராசர் கல்லூரியில் மற்றொரு நிகழ்வாக தியாகராசர் கல்லூரியும், இங்கிலாந்து பிராஸ்பெக்ட் கல்லூரியும் இணைந்து புரிந்துணர்வு ஒப்பந்தம் ஒன்றில் கையெழுத்திட்டன.

நிகழ்ச்சியில் ஜெர்மனி பிரனாப் பல்கலைக்கழக பேராசிரியர் ஹேன்ஸ் ஹன்டர்லின்ட், லண்டன் பாசில்டன் கவுன்சில் தலைவர் பாலம்கேந்திரன், இங்கிலாந்து பிராஸ்பெக்ட் கல்லூரி தலைவர் சேவிட்செரலாக், தியாகராஜர் மில்ஸ் இயக்குநர் ஹரி தியாகராஜன், கல்லூரி பேராசிரியர்கள் முரளி, சந்திரன், கார்த்திகேயன் ஆகியோர் கலந்துகொண்டனர். முதல்வர் வி.அபய்குமார் நன்றி கூறினார்.





தியாகராஜர் பொறியியல் கல்லூரியில் ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையத்தை, டில்லி இ.பி.டி.சி. இயக்குநர் பால் ஜான்சன் திறந்து வைத்தார். அருகில் [வலதுஓரம்] தாளாளர் கருமுத்து கண்ணன் மற்றும் பல்துறை நிர்வாகிகள்.

## ஐரோப்பிய தொழில்நுட்ப அறிதல் மையம் திறப்பு

திருப்பரங்குன்றம், ஜூலை 25-

மதுரை தியாகராஜர் பொறியியல் கல்லூரியில் தியாகராஜர் மேம்பட்ட ஆராய்ச்சி மையத்தில் ஐரோப்பிய தொழில்நுட்பம் அறிதல் மையம் திறப்பு விழா மற்றும் இங்கிலாந்து பிராஸ்பெக்ட் கல்லூரியுடன் புரிந்துணர்வு ஒப்பந்தம் நிகழ்ச்சி நடந்தது.

தாளாளர் கருமுத்து கண்ணன் தலைமை வகித்து பேசுகையில், "இம்மையம் 28 நாடுகளை உள்ளடக்கிய தொழில்நுட்ப கூட்டமைப்பின் தொழில் நுட்பங்களின் பாதுகாப்பு களஞ்சியமாக திகழும். இந்திய, ஐரோப்பிய தொழிற்சாலைகளை ஒன்றிணைக்கும் உந்து சக்தியாக செயல்படும்," என்றார்.

ஐரோப்பிய வர்த்தகம் மற்றும் தொழில்நுட்ப மைய மண்டல இயக்குநர் லீனா பிசே தாமஸ் கூறுகையில், "இம்மையம் மூலம் இரு நாடுகளின் வல்லுநர்கள் இணைந்து செயல்ப

டுவர்," என்றார்.

டில்லி இ.பி.டி.சி. இயக்குநர் பால் ஜான்சன் மையத்தை திறந்து வைத்து பேசுகையில், "புதுமை மிகு மண்டலம் அமைக்கப்பட்டு, புதிய தொழில்முறை குழல்கள் கற்றுக் கொடுக்கப்படும். ஐரோப்பிய மாணவர்கள், ஆராய்ச்சியாளர்கள், தொழில் முனைவோர் தங்கள் தொழில் நுட்பங்களை பரிமாறிக் கொள்வதுடன், தொழில் வளர்ச்சிகளை கற்றுக் கொள்ளவும் வழிவகை செய்யப்படும். ஐரோப்பிய வல்லுநர்கள்மூலம் தொழிற்பயிற்சி, திறன் வளர்ப்பு பயிற்சி நடத்தப்படும்," என்றார்.

ஜெர்மனி பல்கலை கம்பெனி அண்டு இண்டர்நேஷனல் மார்க்கெட்ஸ் தலைவர் ஹேண்ட்ஸ் ஹூண்டர் லிண்ட், பிரிட்டன் பாசில்டன் பாரோ கவுன்சில் சேர்மன் பால்மகேந்திரன், கல்லூரி முதல்வர் அபய்குமார், பேராசிரியர்கள் சந்திரன், முரளி, கார்த்திகேயன் கலந்து கொண்டனர்.



# INDUSTRIAL DEMAND MAPPING SURVEY

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*Executed by:*



*Funded by:*



*Co-ordinated by:*





## PREAMBLE:

Thiagarajar College of Engineering, an ISO 9001:2008 certified Institution is a fifty eight year old Autonomous Institution is aided by State and Central Governments, approved and accredited by All India Council for Technical Education and affiliated to Anna University, Chennai. The College offers seven Under-Graduate, fourteen Post-Graduate and PhD Programmes in various Engineering, Science and Architecture disciplines. TCE was awarded the CII-AICTE award for the Best Engineering Institution having strong Industry-Institute Interaction at all India level.

As part of Industry Institute Interaction TCE had started the European Technology Experience Centre ( [etec@tce](mailto:etec@tce)) jointly with EBTC. EBTC is a programme co-funded by the European Union and implemented by EUROCHAMBRES, the Association of European Chambers of Commerce and Industries. EBTC is working hand in hand with existing networks, initiatives, partners, and institutions - both in Europe and India - in order to identify synergies and create a real Indo-European value. EBTC's vision is to become a reference point for promoting and managing European technologies and fostering indigenizing EU technologies to suit the local needs in India. The Fraunhofer MOEZ is one of EBTC's European partner who is the largest organization for applied research in Europe. At present, it maintains 67 institutes and research units in Germany. Fraunhofer undertakes applied research that drives economic development and serves the wider benefit of society.

Increasing competition in the domestic cleantech markets drive European companies to loop up the expansion of their technological set-ups in new markets as an integral part of their positioning and competitive advantage strategies. However, lack of right partners and identifying the demand gap has proven to be a huge hurdle for those companies on their way to the Indian market. In an effort to overcome this hurdle, Fraunhofer MOEZ and EBTC will be working together in identifying the right partners and mapping technology demands in the Indian market.

This survey activity will be the pilot project of identifying and mapping industrial demand throughout India to overcome some of the hurdles faced by the both Indian and EU SME's in formulating business associations. *EBTC and Fraunhofer MOEZ will be working together with Thiagarajar college of Engineering (TCE), Madurai to make this pilot project of demand mapping in the state of Tamil Nadu a success. TCE with their research and industrial network will be conducting the sector, industry and technology oriented demand mapping in various districts of Tamil Nadu. The main objective of the demand mapping process is to identify companies of different sectors with specific demand for EU advanced technologies from the cleantech sectors.*

The results for this demand mapping survey is anticipated to result in increased exposure to Indian organizations on the type of technologies available in Europe and possibility of collaboration with EU organizations thereby providing a competitive edge in the Indian market.





# THIAGARAJAR COLLEGE OF ENGINEERING

(A Govt. Aided Autonomous Institution Affiliated to Anna University)  
MADURAI - 625 015



## Contract

Between

Fraunhofer-Center for International Management and Knowledge Economy (MOEZ)  
Städtisches Kaufhaus, Neumarkt 9-19, 04109 Leipzig, Germany  
(herein after referred to as Fraunhofer MOEZ)

And

Thiagarajar College of Engineering  
Madurai 625015, India  
(hereinafter referred to as TCE)

### Preamble

Fraunhofer MOEZ, in particular the unit "Regional Positioning and Location Development", is interested in accompanying and supporting German and European companies on their market entry in India.

TCE has, inter alia, specialized supporting European companies that intend to do business in India in the process of adapting their technical products and services to the needs of the Indian market and its customers, especially legal entities like companies in the state of Tamil Nadu.

The contracting parties intend to cooperate in projects addressing the Indian market. Therefore, the parties reach the following agreements:

### § 1 Subject of contract

1. TCE will conduct a survey among companies in the region which will meet the following aspects:

- Planning, preparation and realization of a survey among at least 100 companies in the area aiming to find out the technological needs and perspective demand of the companies, which might be served by European technologies.
- Development of a questionnaire which meets the objectives of 1.a in cooperation with ENTIC, Bengaluru, and Fraunhofer MOEZ.

Conducting interviews with decision makers of at least 100 companies following the

questionnaire (compare 1.b)



(Fraunhofer MOEZ)

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E-mail : tceoffice@tce.edu  
Fax : 0452 - 2483427



Madurai, India, 27<sup>th</sup> Aug 2015

V. Jeyaraj Murugesu  
(TCE)

Telephone:  
College : 0452 - 2482240 - 2482242  
Principal : 0452 - 2482430





## THIAGARAJAR COLLEGE OF ENGINEERING

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- d. Recording the results of the filled questionnaires in a common database format (i.e. SQL, MySQL) and sending the data to Fraunhofer MOEZ.
- e. Sending the scanned filled questionnaires to Fraunhofer MOEZ via email.
2. Positions 1a to 1e have to be completed by October 31<sup>st</sup>, 2015.

### § 2 Announcement of the cooperation

1. TCE will refer to Fraunhofer MOEZ as a cooperation partner on its website and will also provide a link to the partner's website.
2. Fraunhofer MOEZ will mention TCE as a reference on its website under the menu point 'Companies and international markets' and will provide a link to TCE's website.

### § 3 Compensation

1. TCE will invoice an amount of 3,500 EUR to Fraunhofer after completing and submitting 50 filled up survey questionnaires to Fraunhofer and EBTC.
2. In case of having fully fulfilled the aspects of § 1, TCE will invoice the remaining amount of 6,500 EUR to Fraunhofer MOEZ including all taxes and other charges.
3. The fulfillment of § 1 will be declared by EBTC, Bengaluru, in a written way towards Fraunhofer MOEZ.
4. Payment is due within six weeks after having received the invoice by TCE and the declaration of EBTC according to § 1.
5. TCE will name a bank account which allows to accept payments in Euros.
6. TCE is and will be responsible for carrying all costs which may be declared by Indian entities (i.e. taxes of all kinds, banking charges, customs etc.).

### § 4 Duration of the cooperation and termination

1. The cooperation relationship begins with signing of this contract; the duration of the contract is determined until October 31<sup>st</sup>, 2015.

 **Fraunhofer**  
Fraunhofer-Zentrum für internationale  
Management und Wirtschaftsinformatik  
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Madurai, India, 27<sup>th</sup> Aug 2015

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2. The contract can be extraordinarily terminated by both contracting parties for important causes, subject to a one week's notice. In that case, there will be no obligation to pay for Fraunhofer MOEZ according to § 1.
3. If any extension for completion of the survey activity is requested due to unavoidable conditions after October 31<sup>st</sup> 2015, the same shall be considered upto a maximum of two weeks by Fraunhofer without any change in the payment conditions.

### § 5 Exclusivity clause

1. TCE commits itself to not enter into cooperation agreements regarding the Indian market with third parties who directly compete with Fraunhofer MOEZ.
2. Fraunhofer MOEZ commits itself to not enter into a cooperation agreement with Indian entities competing with TCE in the state of Tamil Nadu. According to prior agreement, exceptions can be allowed in individual cases.

### § 6 Non-disclosure agreement

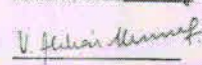
1. The contracting parties commit themselves to treat the information about internal organization, administration, strategies, business models, employees and financial details of the cooperation partner as strictly confidential.
2. This obligation does not apply to facts or information that is publically known. The parties commit themselves that their respective employees comply with this obligation.

Leipzig, Germany 01.09.2015

  
(Fraunhofer MOEZ)

 **Fraunhofer**  
Fraunhofer-Sentrum für Internationales  
Management und Wirtschaftswissenschaften  
BörsenstraÙe 13-15, 04109 Leipzig

Madurai, India, 27<sup>th</sup> Aug 2015

  
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## **1 Introduction**

### **1.1 THIAGARAJAR COLLEGE OF ENGINEERING**

Thiagarajar College of Engineering is a fifty nine year old Autonomous Institution is aided by State and Central Governments, approved and accredited by All India Council for Technical Education and affiliated to Anna University, Chennai.

### **1.2 EUROPEAN TECHNOLOGY EXPERIENCE CENTRE**

The European Technology Experience centre (ETEC) is an ecosystem that has been set up by EBTC to support EU and Indian companies/research institutes succeed, by meeting midway and deploying global expertise with highly localised strategies. ETEC acts as the dedicated physical and virtual platform for European technologies in India providing sustained visibility, presence and interaction with the relevant stakeholders in India.

ETEC allows companies to save time and money when conducting initial market research and provides an environment where companies/ institutes meet, innovate and explore opportunities for joint business and research. The physical ETEC Centres also encourage and empower Indian entrepreneurs and researchers to venture into new avenues and create locally applicable business and research opportunities.

### **1.3 ABOUT ETEC PROJECT**

TCE had taken up a project titled, "Industrial Demand mapping on Clean environmental Technologies in Tamil Nadu" supported by European Business and Technology Centre (EBTC) and Fraunhofer, Germany. The brief about the project follows:

- EBTC's vision is to become a reference point for promoting and managing European technologies and indigenizing EU technologies to suit the local needs in India.
- Fraunhofer undertakes applied research that drives economic development in Germany and it maintains 67 research centres within Germany.
- Now, EBTC and Fraunhofer MOEZ will be working together with Thiagarajar college of Engineering (TCE), Madurai to make this pilot project of demand mapping in the state of Tamil Nadu. TCE with their research and industrial network will be conducting the technology oriented demand mapping in Tamil Nadu.
- The main objective of the demand mapping process is to identify companies of different sectors with specific demand for EU advanced technologies with respect to clean tech requirements.
- Based on the survey, EBTC & Fraunhofer will evolve a collaborative model so as to provide competitive edge for the collaboration of Indian and German Industries.



## 2. Interdisciplinary Team members:

S.No	Name	Dept
1.	Dr. S. Chandran	Co-ordinator Associate Professor/Civil
2.	Dr.V.Saravanan	Co-ordinator Associate Professor/EEE
3.	Dr.T.Velrajan	Professor – Civil
4.	Er.V.Ravi Sankar	Assistant Professor- Civil
5.	Er.R.K.C.Jeyakumar	Assistant Professor - Civil
6.	Dr.P.S.Manoharan	Associate Professor -EEE
7.	Dr.M.Kottaisamy	Professor – Chemistry
8.	Dr.S.Rajkumar	Assistant Professor -Chemistry
9.	Dr.S..Balaji	Assistant Professor -Chemistry
10.	Arun Fera	Assistant Professor -IT
11.	R.Partheban	M.Tech Student
12.	V.Keerthiga	M.Tech Student
13.	Ram Prasath	M.Tech Student
14.	Arun Fera's Students(3 mem)	M.Tech Student



## 2 Project Details-List of companies visited

S.no	Date	Name of the company	Address of the company with Phone no and email id
1	14-10-2015	Thiagarajar mills	kappalur ,Madurai
2	30-10-2015	Virudhunagar Textile mills	Virudhunagar
3	13-11-2015	Venus Home appliances (P) Ltd	Tuticorin
4	14-11-2015	Dattatreya Textiles	Melur
5	14-11-2015	Sundaram Textiles	Melur
6	14-11-2015	Aruna Alloy steels	Melur Road, Olaganeri Madurai
7	17-11-2015	JK Fenner India	Madurai
8	02-12-2015	TVS srichakra	Madurai
9	03-12-2015	M/s Danavarshini Exports (P) LTD	Plot No.P.7&8,2&5 Sipcot Industrial Growth Centre, Perundurai,Erode-638052
10	03-12-2015	Perundurai Common Effluent treatment Plant(Textile)	P.NO 22,6th crossroad,Sipcot,perundurai
11	03-12-2015	Perundurai Common Effluent treatment Plant(Leather)	P.NO 22,6th crossroad,Sipcot,perundurai
12	03-12-2015	ShivaShakthi Fashions Pvt LTD	R_12 Sipcot Industrial Growth Centre, Perundurai ,Erode -638052
13	03-12-2015	Indian Stiches Pvt LTD	SIPCOT,Perundurai
14	04-12-2015	Jamara Textiles	Sipcot Industrial Growth Centre, Perundurai,Erode-638052
15	04-12-2015	Exim Textile processing Industry	SIPCOT,Perundurai
16	04-12-2015	Bannari Amman Shipping Mills LTD	E-12&H11 ,Sipcot. Industrial Growth Centre, Perundurai ,Erode -638052
17	04-12-2015	Theni GuruKrishna	SIPCOT,Perundurai
18	04-12-2015	Shiva Texyarn Limited	E-16,P11 Sipcot Industrial Growth Centre, Perundurai,Erode-638052
19	04-12-2015	Freelook Fashion	R6&R7,SIPCOT,Perundurai,Erode
20	05-12-2015	Sri Rengaraj ispat Industries private ltd	plot no.MM1,2&5 Sipcot Industrial Growth Centre, Perundurai,Erode-638052
21	05-12-2015	Trinity colours India Pvt LTD	P.NO,J30,31 M 3&4 %th cross SIPCOT Perundurai
22	05-12-2015	Bannari Amman Sugars LTD(distillery Division)	PeriyaPuliyur-638455,Bhavani Taluk,Erode District



23	05-12-2015	Sakthi Sugars	Appakkoodal,Erode
24	05-12-2015	Sakthi power plant	
25	11-12-2015	Ramky Infrastructure	Gachibad,Ramky Gardens,Hyderabad-500032
26	11-12-2015	Renold Chain India(P) ltd	D.Gudalur post,Vedasanthur taluk,Dindigul District
27	11-12-2015	Sundaram Fasteners ltd	Krishnapuram,Aviyur 626160
28	05-12-2015	AR dairy	10/5C Madurai road,Begampur Post,Dindigul -624002
29	05-12-2015	Janatha syrup	39,Athimoolam pillai Agraharam,Simmakal,Madurai
30	05-12-2015	Jeyasorna Agrotech	S.F.No.718/2A,Sirumalai road,Rediapatti Dindigul
31	05-12-2015	Kali Aerated Water Works	
32	09-12-2015	SNP Dairy Milk Pvt Ltd	Vadipatti
33	11-12-2015	Akshara papers pvt Ltd	SF.NO 557/5 pasuvapalayam village, Rajan nagar,Sathyamangalam
34	11-12-2015	Best Colours solutions pvt Ltd	SIPCOT,Perundurai,Erode
35	11-12-2015	Sripathy Paper boards pvt Ltd	Unit III,Puduvadavalli, Bannari,Sathyamangalam
36	11-12-2015	Sheela Foam pvt Ltd	SIPCOT,Perundurai,Erode
37	12-12-2015	SKM Siddha and Ayurveda Company	Saminatahpuram post,Modakkurichi,Erode
38	11-12-2015	Bannari Amman Sugars LTD	Sathyamangalam
39	11-12-2015	Heritage foods ltd	
40		Integrated Textile Park	
41	11-12-2015	Savorit Limited	Dindigul
42	10-12-2015	Sundaram Brake Linings	Kanjamanikkampatti,Mustakurichi, Virudhunagar dst
43	10-12-2015	Sree Mangayarkarasi Mills	Puliyangulam,Near silaiman,Madurai
44	10-12-2015	Naveen Agro foods	LIG No:73 30 feet road Annanagar,Madurai
45	12-12-2015	SKM Egg products pvt ltd	185,Chennimalai road,Erode,Tamilnadu
46	05-12-2015	Sakthi Sugars(Distillery)	Appakkoodal,Erode
47	11-12-2015	Shree vari multiplast	SF 101/3,Mandampalayam pirivu,Kanjikovil road,Perundurai
48	11-12-2015	Ariya Hi tech pipe and Component	Plot No J1,SIPCOT ,Perundurai,Erode
49	11-12-2015	Brittania Industries limited	SIPCOT,Perundurai
50	11-12-2015	Unifront textiles Processors pvt ltd	H21,22 SIPCOT,Perundurai,Erode



### 3. PHOTOSNAPS DURING VISIT:



Fig. 1: Discussion with CETP Engineer, Perundurai.



Fig. 2: Discussion with TNPCB Engineer.



Fig. 3: Discussion with TVS Tyres, Madurai.





Fig. 4: Discussion with Dattatreya Textiles, Madurai

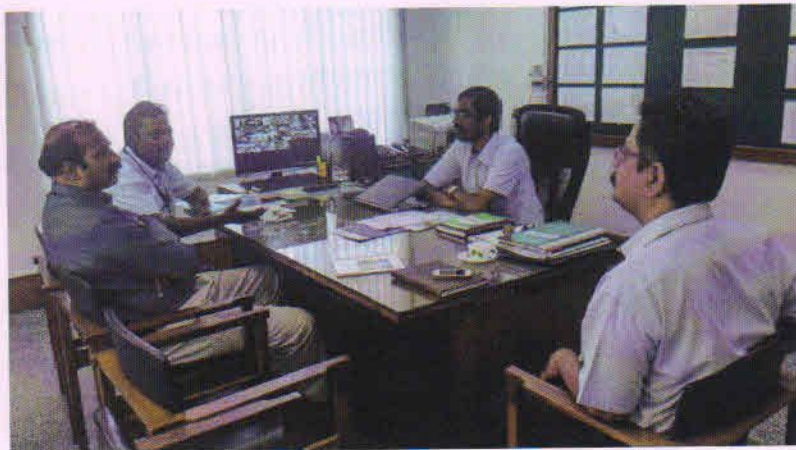


Fig. 5: Discussion with Fenner Industry, Madurai.

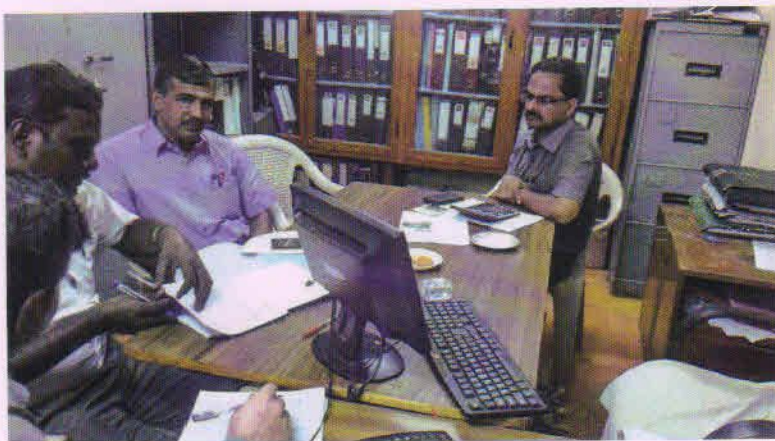


Fig. 6: Discussion with Aruna Alloys and Steels, Madurai.





Fig. 7: Joint lecture with CETP Industrialists, Perundurai.



Fig. 8: Interactive Session at CETP, Perundurai.



Fig. 9: Discussion with TNPCB Engineer.





Fig. 10: Discussion with SKM food Industry.



Fig. 11: Discussion with Paper Industry, Sathyamagalam.

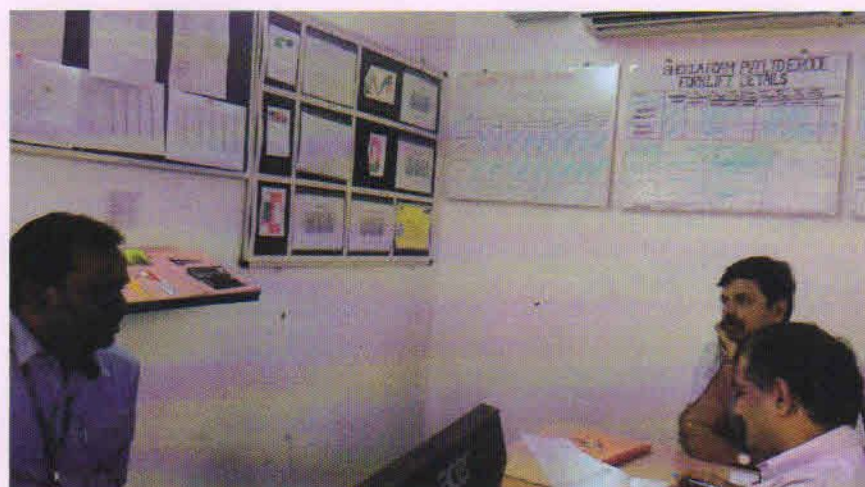


Fig. 12: Discussion with Sheela foam, Erode.