

Awards for four budding entrepreneurs



T.M. Bhasin, Chairman and Managing Director, Indian Bank (left), with winners of Chinnikrishnan Innovation Awards 2011 at a function in Chennai on Tuesday. (Second from left) C. Sudhakar and Suresh of Cho Sweet, Saundarya Rajesh of Avtar Career Creators and R. Sankameshwaran of Twinkle Mops. — PHOTO: R. RAGU

Special Correspondent

CHENNAI: Indian Bank Chairman and Managing Director T.M. Bhasin on Tuesday presented the 'Chinnikrishnan Innovation Awards 2011' to four small and budding entrepreneurs in the product and services segment.

The first edition of the award instituted by CavinKare carries a citation and trophy and was presented to R. Sankameshwaran of Twinkle Mops that manufactures non-woven fabric mops; C. Sudhakar and Suresh of Cho Sweet (a grooming studio for pets); and Saundarya Rajesh of Avtar Career Creators that offers flexi-time career services for women.

Speaking on the occasion, CavinKare Chairman and Managing Director C.K. Ranganathan said that they received 103 applications from Tamil Nadu and the jury consisting of eminent per-

sons shortlisted it to 11. The winners were chosen based on criteria such as innovativeness, uniqueness, ability to satisfy customers and scalability.

"My father (Chinnikrishnan) failed to patent his innovative product (shampoos in sachet) and as a result several companies emerged within the first three years of its launch. However, we will help the winners in patenting their innovative product/services; carry out trademark, packaging and design registration; tie up with banks and financial institutions. We will also mentor them and provide handholding with regard to marketing, designing, packaging and human resources development requirement," he said. According to Mr. Ranganathan, small and tiny entrepreneurs of southern States will be covered in the next edition of Chinnikrishnan Innovation Awards and

would be rolled out nationally thereafter.

Delivering the Chief Guest address, Mr. Bhasin congratulated Mr. Ranganathan for providing able support to the budding entrepreneurs, such as honouring, mentoring and handholding at the right time.

"In the coming years, many more entrepreneurs would be honoured from different parts of the country. Indian Bank is ready to support such a noble cause and will provide financial assistance to the winners," he said.

Shriram Life Insurance Company Ltd Managing Director Akhila Srinivasan pledged her support to mentor a candidate, while Loyal Textiles Limited Chairman and Managing Director Manickam Ramaswami said that the constitution of the award itself was an innovation and he was proud to be a part of the jury.