



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For
Women (Autonomous)**
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC

ACTION PLAN FOR IMPLEMENTATION OF ENTREPRENEURSHIP AND INNOVATION

Objectives	Thrust area	Activities	Faculty in charge
<p>To establish process and generate the institutional innovation and entrepreneurship skill.</p> <p>To Understand and evaluating each student's interest towards Entrepreneurship</p>	Inspiration and motivation	Orientation session on Innovation, design thinking, entrepreneurship skill by Ambassador	Ms. R.Harini Assistant professor P.G. Department of Corporate Secretaryship ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Validation of skill	Celebration of National Innovation Day India Startup Day, National Education Day National Pollution Control day and National science day.	Dr.Rathna Kumari A K Assistant professor P.G. Department of Plant Biology and Plant Biotechnology ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Validation and prototype setting	ED assessment tool to categorizing the select group based on their field of interest	Ms.R.Subaratinam Assistant professor P.G. Department of Food Science Nutrition and Dietetics ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Inspiration and motivation	Orientation session on Institutional start up policy	Dr.M.Mahadevi Dean-Research(Self Support) Associate professor P.G. Department of Computer Science ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44



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To Provide training sessions for students to empower their Entrepreneurial skills	Concept development	Workshop on Entrepreneurship Skill, Attitude Behavior Development Workshop on Design Thinking, Critical thinking and Innovation Design	Ms. R.Harini Assistant professor P.G. Department of Corporate Secretaryship Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Inspiration and motivation	My Story - Motivational Session by Successful Entrepreneur/Start-up founder.	Ms.T.S.Lakshmi Assistant professor Department of Food Service Management and Dietetics Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Motivation and concept development	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Dr.M.Nagamalar Assistant professor P.G. Department of Human Resource Management Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
To Erect platform for discussing social and environmental related problems and business model for solutions	Inspiration ideation and motivation	Session on Achieving Problem-Solution Fit & Product-Market Fit	Dr. T.Preethi Thangaraj Assistant professor P.G. Department of Chemistry Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Validation and concept development	Pitching Event for PoCs developed & linkage with Innovation Ambassadors for mentorship support.	Dr.Rathna Kumari A K Assistant professor P.G. Department of Plant Biology and Plant Biotechnology Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44



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	Prototype design, Business model process	What, Why & How: Comprehending Intellectual Property Rights	Dr.R.Sangeetha Head In Charge &Assistant professor Department of Information Systems Management ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Archetypes of business model	E-Symposium on Building Innovation Ecosystem in Educational Institutions-	Dr.R.Sangeetha Head In Charge &Assistant professor Department of Information Systems Management ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
To Conduct activities like technical exhibition, IDEATHON that enrich innovation culture To Create Startup pipeline by encouraging students to share their innovative ideas and translate those ideas into reality	Prototype design model	Green world an idea contest on Food waste management and pollution control	Dr. T.PreethiThangaraj Assistant professor P.G. Department of Chemistry ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Unexplored business model idea	A Roadmap to Nutripreneurship	Ms.T.S.Lakshmi Assistant professor Department of Food Service Management and Dietetics ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44



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	Business model service process	Business Model Canvas and Business Plan Preparation	Dr.M.Nagamalar Assistant professor P.G. Department of Human Resource Management ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Prototype design, business process model	Virtual Sensitization Bootcamp	Dr.C. Durga Assistant professor Department of Tamil ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Understanding market trends	Entrepreneurship Week Celebration- Panel Discussion- Business Equilibrium -Pre and Post Covid Scenario	Ms. R.Harini Assistant professor P.G. Department of Corporate Secretaryship ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Business support grants	Sign up, topnotch Dias for Business venture and nascent Entrepreneurs	Dr.M.Mahadevi Dean-Research(Self Support) Associate professor P.G. Department of Computer Science ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
To strengthen the intra and inter institutional partnership and collaboration and	Prototype design, process development for business	Field exposure visit to incubation unit	Ms.T.S.Lakshmi Assistant professor Department of Food Service Management and Dietetics



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co creation of new program interventions.			ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44
	Hands on training and exposure / business model/process /services	MOUs and internship	Dr.Rathna Kumari A K Assistant professor P.G. Department of Plant Biology and Plant Biotechnology ShrimathiDevkunvarNanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44

R. Veethi 24/2/22
Principal Signature



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**BASELINE VALUE BY ASSESSING THE CURRENT STATUS OF SELECTIVE
KPIS**

IDENTIFICATION	KPI
To identify individuals with keen interest towards entrepreneurship, using ED assessment tool. Categorizing the select group based on their field of interest	Identification of at least 12% of campus population with keen interest towards entrepreneurship.
Entrepreneurship Orientation for Student & faculty Motivation towards becoming entrepreneur.	12% of staff and student oriented 6% staff motivated to start entrepreneurial activity.
Network Established with connecting multiple stakeholders	3 networks
In-house trained professional	6% of the staff
Research Studies on Entrepreneurship published	5
Innovative innovators identified -idea stage	25 student and staff
Student or staff innovating projects turned to Early-Stage Start-ups	5 of early start up formed.
IPR based product/services generated and registration filed	2 Student and staff
early stage start up formed to commercialize referred to Incubators /investors for further support.	2 in number

R. Geetha
24/12/2020
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**SELECTION AND SETTING UP KEY PERFORMANCE INDICATORS AS
MEASUREMENT**

IDENTIFICATION	KPI
To identify individuals with keen interest towards entrepreneurship, using ED assessment tool. Categorizing the select group based on their field of interest	Identification of at least 25% of campus population with keen interest towards entrepreneurship.
Entrepreneurship Orientation for Student & faculty Motivation towards becoming entrepreneur.	25% of staff and student oriented 12% staff motivated to start entrepreneurial activity.
Network Established with connecting multiple stakeholders	5 networks
In-house trained professional	12% of the staff
Research Studies on Entrepreneurship published	10
Innovative innovators identified -idea stage	50 student and staff
Student or staff innovating projects turned to Early-Stage Start-ups	10 of early start up formed.
IPR based product/services generated and registration filed	5 Student and staff
early stage starts up formed to commercialize referred to Incubators /investors for further support.	5 in number

R. K. K. N. 24/12/22
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