Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC

S.D.N.B VAISHNAV INNOVATION START UP POLICY

PREFACE

Celebrating 53 years of yeomen service in women education our college caters to the need of women students of all strata of life. Our college is being successful in nurturing women students to become an individual independent citizen of the country. Now it is the need of the hour to motivate and empower young minds to widen their thoughts and appreciate to ideate by providing mentoring support. Apparently, this support makes them to traverse in diversifying and dynamic path to take up the role of prospective and successful student entrepreneurs (studentrepreneurs) .

VISION

'Be Your Own Boss' (BYOB) - To enhance the socio-economic status of young women student- entrepreneurs

MISSION

➢ **To introduce students to the Innovation and Entrepreneurial culture at the Institute level**

➢ **To encourage students to showcase their Entrepreneur skills**

"Creativity is thinking up new things. Innovation is doing new things"

- Theodore Levitt

OBJECTIVES

1. Understanding and evaluating each student's interest towards Entrepreneurship

2. Providing training sessions for students to empower their Entrepreneurial skills

3. Erecting platform for discussing social and environmental related problems and their solutions

4. Conducting activities like technical exhibition, IDEATHON that enrich innovation culture

5. Creating Startup pipeline by encouraging students to share their innovative ideas and translate those ideas into reality

Small aim is a crime; have great aim.
A.P.J. Abdul Kalam

COMMITTEE MEMBERS

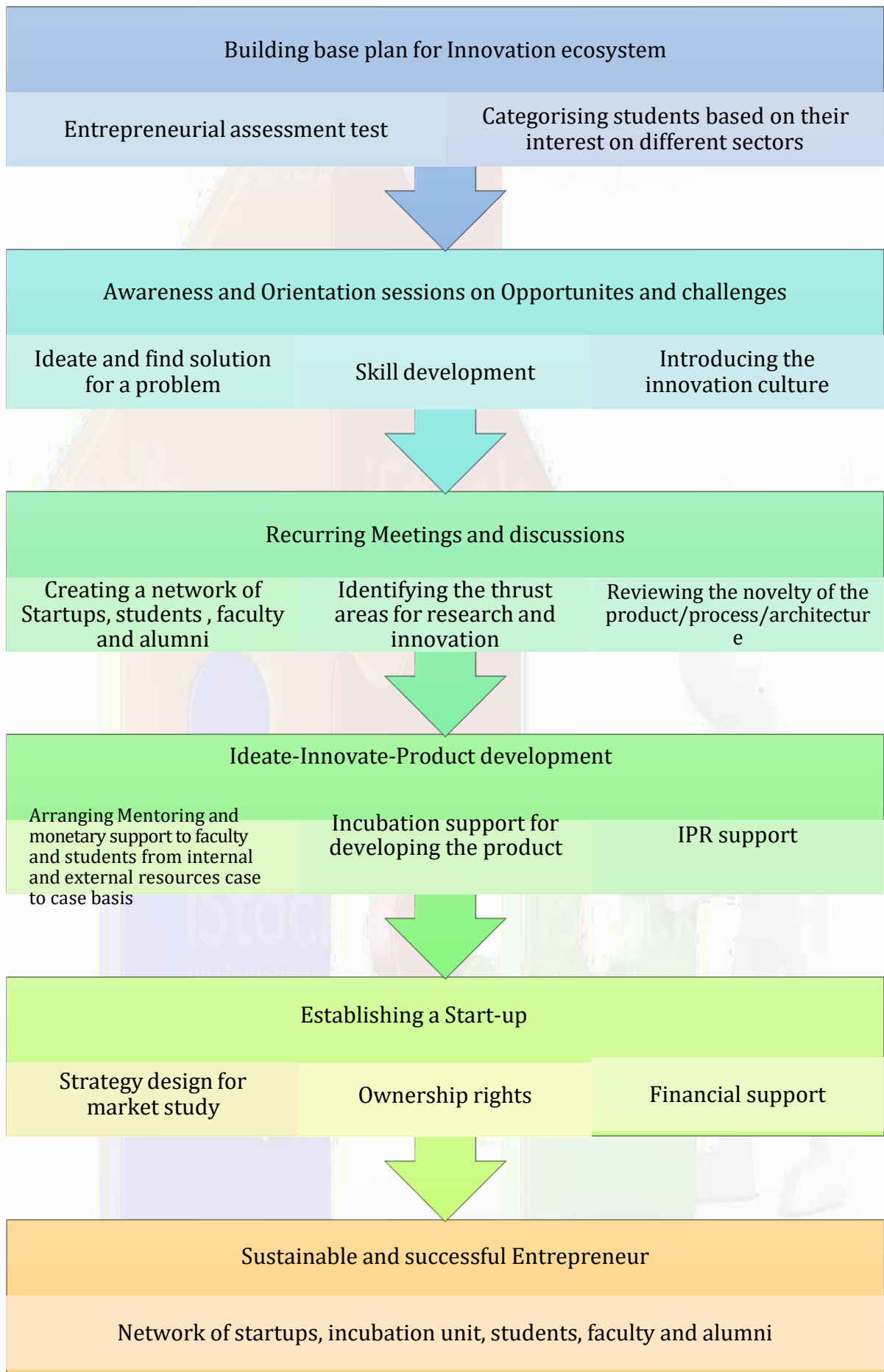| SL.NO	NAME	ROLE
1.	Dr.R.Geetha Principal, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-44	Chairperson
2.	Dr.P.Beena Vice-Principal(Aided), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44	Senior faculty member
3.	Dr.S.Seethalakshmi Vice-Principal(Self Support), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44	Senior faculty member
4.	Dr.M.Mahadevi Dean-Research(Self Support), Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44	NISP- Coordinator
5.	Ms. R.Harini Assistant professor Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44	IIC-President & Entrepreneurship Ambassador
6.	Ms. T.S.Lakshmi Assistant professor Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for women, Chromepet, Chennai-44	IIC- Vice President & Incubation Ambassador
7.	Mr.K.U.Srinivasan Partner & Principal Consultant, Connecting Dots Strategic Consulting, Chennai. Connecting Dots Strategic Consulting (CDSC)	External member
8.	Mr.M.K Swaminathan Director, AROBOTNX, Chennai arobot	External member
9.	Mr Satish Ramachandran Director, AROBOTNX, Chennai arobot	External member

ACTION PLAN

SHORT TERM

1. To sign up MoU's with startup companies and organizations that support Entrepreneurial development

2. To conduct Entrepreneurial Assessment tests for all students so that they identify their sector of interest.

3. To conduct awareness program about Ideation, Innovation and Entrepreneurship

4. To introduce varied opportunities and challenges in different dimensions through industrial visits and exposure to real time projects to ignite and encourage lateral thinking amongst students.

5. To conduct recurring brain storming sessions about opportunities that have been introduced to them.

6. To investigate and provide mentoring support for the idea generation of the students case to case basis.

7. To nurture students to convert their ideas to innovation, enhance their skills to design and develop their product/ process/ architecture

8. To provide external specialized mentoring and incubation support to develop their innovation to a product

9. To conduct training programs about Intellectual Property Rights, Norms to establish start-up, strategies to perform market study.

10. To create a network of students and Alumni start-ups for exchange of ideas, opportunity to work on real projects and internships.

11. To bring in a remarkable entrepreneurial change at the college level, so that students become sustainable and successful Entrepreneurs.

LONG TERM

1. To create a hub of innovation ideas and startups

2. To set up customized "Incubation technology center"

3. To facilitate financial support from the institute and external funding agencies in promoting viable projects and startups

CREATION OF INNOVATION ECOSYSTEM

Building base plan for Innovation ecosystem

Entrepreneurial assessment test | Categorising students based on their interest on different sectors

Awareness and Orientation sessions on Opportunites and challenges

Ideate and find solution for a problem | Skill development | Introducing the innovation culture

Recurring Meetings and discussions

Creating a network of Startups, students , faculty and alumni | Identifying the thrust areas for research and innovation | Reviewing the novelty of the product/process/architecture

Ideate-Innovate-Product development

Arranging Mentoring and monetary support to faculty and students from internal and external resources case to case basis | Incubation support for developing the product | IPR support

Establishing a Start-up

Strategy design for market study | Ownership rights | Financial support

Sustainable and successful Entrepreneur

Network of startups, incubation unit, students, faculty and alumni

KEY PERFORMANCE INDICATORS

SL.NO	KEY PERFORMANCE INDICATORS	VERIFICATION MEASURES
1	3% of students selecting the Entrepreneurship as their career choice	Entrepreneurial assessment test
2	1% of students in self-employment	AQAR, NIRF,ARIIA
3	1 Patented startup ventures	AQAR, NIRF,ARIIA
4	3 Startup ventures	AQAR, NIRF,ARIIA
5	1 network/ group for sustainability of startup	Recurring meeting report of the network
6	• 5 MoU's with external organisations • 10 Technical exhibition projects through conduction of technical exhibition • 5 ideas and innovation through Ideathon contest • 1% of students attending skill development courses • 10 mini projects by attending skill development courses • Increase of in number of students registration in Entrepreneurial development cell	Monthly report

TIMELINE OF ACTION PLAN

SL. NO	ACTIVITY	PER YEAR
1	Entrepreneurial assessment test	1
2	Awareness and Orientation programs	4
3	Skill development courses	2
4	Recurring meetings and discussions	Monthly
5	Conduction of technical exhibition	2
6	Mentor support	Case to Case basis
7	IPR support	Case to Case basis
8	Creation of Networks/ Groups	1
9	Establishing start ups	1