



**Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For
Women (Autonomous)**
Affiliated to University of Madras - Re-Accredited with 'A+' Grade by NAAC
Chromepet, Chennai- 600044, www.sdnbvc.edu.in

GOVERNING BODY

APPROVAL OF SDNB VAISHNAV INNOVATION START-UP POLICY

1. The Governing Body meeting was held on 09.06.2021.
2. SDNB Vaishnav Innovation Start-up Policy 2021 was presented to the board by the College Principal.
3. The features of the college policy were discussed among the Board members.
4. After discussions, the members of Governing body approved the SDNB Vaishnav Innovation Start-up Policy at the HEI level.

R. Geetha

PRINCIPAL & Ex-OFFICIO

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

IN THIS POLICY	
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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 (studententrepreneurs) .



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

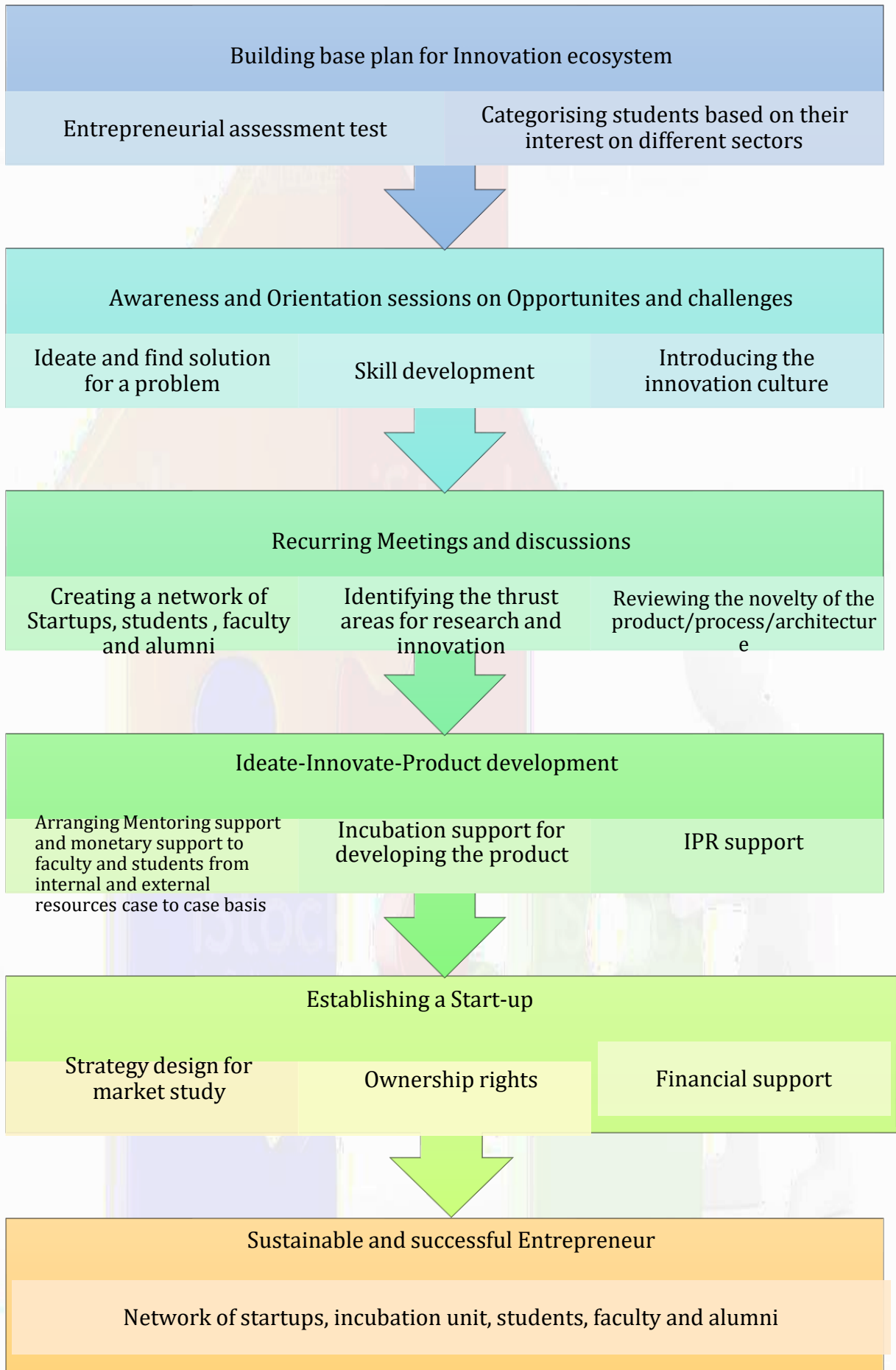
SHORT TERM

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. In return of service and facilities, institute will take 7% equity /stake in the startup/company.

CREATION OF INNOVATION ECOSYSTEM



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	<ul style="list-style-type: none"> 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

