



SRI KRISHNA ADITHYA COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University)
Kovaipudur, Coimbatore – 641 042.



INNOVATION & ENTREPRENEURSHIP POLICY

Vision

“To create a conducive startup culture and cater the needs of young student entrepreneurs with innovative ideas of social relevance by promoting economic and societal growth of our nation”

Mission

“To nurture an entrepreneurial ecosystem that can facilitate students and faculty to innovate and prototype their impetuous ideas on par with global industrial standards.

Short term Objectives

1. To assist student groups to prototype their ideas.
2. To reinforce innovation and creative design thinking among the student community.
3. Incubation facility for faculty driven start-up and student/Alumni start-up, to transform the promising business ideas into reality.
4. Organize FDP, seminars, workshops, distinguished talks for students, Faculty and Alumni to promote entrepreneurial culture.
5. Strategic partnership linkage with
 - (a) Entrepreneurship Development Institute of India(EDII), Ahmedabad
 - (b) National Innovation Foundation (NIF) of India to submit ideas and apply for schemes
 - (c) Commencement of Entrepreneurship Awareness Camps

Long Term Objectives

2. Associate with DST, CII, MSME and other academic institutions for conversion of entrepreneurial ideas into a successful product.
3. Improve quality of research work among students to attain patent which can be commercially used in production.
4. Empower entrepreneurial ideas of students and help them nurture business acumen for a global entrepreneur endeavour.
5. Generate revenues through consultancy work and student start-ups.
6. Reinforce students and faculty regarding IPR related activities
7. Strengthen institute industry interaction cell activity and channelizing the outcomes for achieving the defined goals.

1. Committee Members

S.No	Name	Role
1	Dr.S.Palaniammal	President
2	Dr.M.MaheshKumar	Vice President Cum Member
3	Dr.K.Geetha	Senior Member
4	Dr. V.Suresh	Senior Member
5	Dr.Sreejith Vignesh B P	Nominated NISP Coordinator
6	Dr. Naveen Kumar.R	Hackathon Coordinator
7	Dr.Manimaran.M	Member
8	Dr.S.Thilagavathi	Member
9	Dr.J.Loveline zeema	Member
10	Dr.Swapna.M	Member
11	Dr.K.Santhiya	Member
12	Mr.Venkatramana T S J Founder – Business DNA, Chennai	Expert Member from Industry.

2. Policy Problem or Thrust Area

Sl. No.	Plan
1	SKACAS Strategies & Governance for Promoting Innovation & Entrepreneurship
2	Creating Innovation Pipeline and Pathways for Entrepreneurs
3	Building Organizational Capacity, Human Resources and Incentives
4	Collaboration, co-creation to foster business relationship by knowledge sharing
5	Norms to be set for Innovation driven Start-ups for faculties and students
6	Incentivizing Faculty and Students for Entrepreneurship
7	Incubation and Pre-Incubation support
8	IP Ownership Rights for the technologies developed at SKACAS
9	Pedagogy and learning interventions to support Innovations & Start-ups
10	Entrepreneurial Performance impact assessment

3. Benchmark –KPI Monitor & Evaluation

Hierarchy of Objectives	Key Performance Indicators (KPIs)
Vision	<ul style="list-style-type: none"> • Increase in Self-Employment Rate • Foster students and faculties to establish Start-ups
Goal/Impact	<ul style="list-style-type: none"> • Enable an amiable environment with multiple level of support for innovation and entrepreneurship in SKACAS • Graduate students will choose entrepreneurship as their career • Students and Graduates involve in entrepreneurial activities.
Outcomes	<ul style="list-style-type: none"> • Students and faculty of varied discipline congregate for entrepreneurship Orientation • Students and faculty motivated to start any optimal entrepreneurial venture. • IPR/Innovations developed for commercialization • Student/Early Stage Start-ups formed

	<ul style="list-style-type: none"> •In-house expert capacity available for advisory services •Satisfaction over advisory services offered to Innovators & Early Stage Entrepreneurs •Extensive collaboration with stakeholders & Ecosystem enablers
Outputs	<ul style="list-style-type: none"> • Student & faculty mass oriented working on startups • Experiential learning education on entrepreneurial skills for students and faculties •Facilitating the infrastructure round the year for the beneficiaries •Innovators will be identified based on KPIs, awards/recognitions and rendering support. •Student projects turns to (commercialize) Innovations •IPR based product/services generated and registration filed •In-house trained professional developed for advisory services •Research on published Entrepreneurship Studies • Regional, National and International linkages established for the start-up & innovation •Representatives of experts & entrepreneurial students across Dept & Disciplines. •Beneficiaries Referred to Incubators/investors for further support through Start-up Cell •Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell
Activities	<ul style="list-style-type: none"> • Education/Skill certification programme on entrepreneurship, IPR, Innovation etc. •Workshops, awareness, market outreach events, orientation, advocacy meetings etc. •Networking events (Intra and Inter-institutional, enablers, stakeholders) are to be organized •Skill and competency development training programmes /FDPs/EDPs are to be organized

	<ul style="list-style-type: none"> •Research studies on successful startups. •National and regional awards on best ideation. •Incentivizing Entrepreneurship and Innovation; consultancy services and facilities; Start-up Manual, policies, tool kits etc. •Total budget/year spend against total institution revenue for start-up are planned to be allocated separately. •Adaption of startup-mandate will be in concurrence with the budget allocation and the spent ratio.
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4. Tentative plan for the next 5 years

Sl. No.	Activity	Frequency
1	One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”	1/Year
2	One Day Workshop on Problem Solving/Design Thinking/Ideation / Campus Hackathon etc	1/Year
3	Field visit /Exposure to Village/Society /School/Industry/Market – To identify real life problem	1/Year
4	Special Talk on My Story - Entrepreneur’s Life & Crossroad – motivational speak - To be shared by successful entrepreneurs	2/Year
5	Product Development Phases - Story Telling - (Innovators in Campus)	2/Year
6	National Conference/workshop on Start-up/Social Innovation & Entrepreneurship	2/ Year
7	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	2/Year
8	Internship at Innovation and start-up centre/ Start-Ups / Incubation Unit etc. during semester break	1/Year
9	Field visit /Exposure to Incubation Unit /Patent Facilitation Centre/Technology Transfer Centre	1/Year
10	Business Plan Contest	1/Year
11	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	1/Year
12	Field visit / Exposure to Design Centre/Makers’ Space/Fab Lab/Prototype Lab/Tinkering Lab etc	1/Year

13	Seminar on Accelerator/Incubation for early stage entrepreneurs.	1/Year
14	Seminar on understanding Angel and Venture Capital Funding - What is there for Early Stage Innovator and Entrepreneurs?	1/Year
15	Boot camp for Innovation product development	
16	Innovation Day Celebrations(Birthday of Dr.APJ)	1/Year
17	National Science Day	1/Year
18	Workshop Funding Opportunities for Innovation and Entrepreneurship Development	1/Year
19	SKACAS Hackathon	1/Year
20	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year
21	Innovation and Entrepreneurship Annual Day	1/Year