

## NATIONAL INNOVATION AND STARTUP POLICY (NISP)

### About NISP

The National Innovation and Startup Policy 2019 (NISP 2019) for students and faculty Members of Higher Education Institutions (HEIs) will enable the institutes to actively engage students, faculty members and staff in Innovation and Entrepreneurship related activities. This framework will also facilitate Ministry of Human Resource Development in bringing uniformity across HEIs in terms of Intellectual Property Ownership Management, Technology licensing and Institutional Startup Policy, thus enabling creation of a robust innovation and Start – up ecosystem across all HEIs.

### Vision Statement of CKCET – NISP

To cater the needs of young student innovators and entrepreneurs with innovative social relevance ideas and thereby introducing the culture of Entrepreneurship and Innovation at CK College of Engineering and Technology (CKCET) and thereby promoting the national economic and social growth.

### Mission Statement of CKCET – NISP

To support, encourage and nurture vibrant ecosystem at CK College of Engineering and Technology (CKCET) that can enable the students and faculty members of an institution to innovate their potential ideas with Industry standards and to support, align with neighbouring industries to realize their potential.

### Short term Objectives (Outcomes) of CKCET – NISP

To motivate, enable and provide a support for developing minimum of 02 startups in CK College of Engineering and Technology.

### Long term Objectives (Impacts) of CKCET – NISP

Extend a dedicated support to develop 06 innovative solutions for social impact in various sectors like Agriculture, Automobiles, Health Care, Medical Devices, Constructions, Electronic Systems, Food Processing, etc by the year 2023.

## 1. CKCET – NISP COMMITTEE MEMBERS

S. No	Name of the Member	Designation	Key Role / Position
1	Dr. S. Saravanan	Principal	IIC Innovation Ambassador & NISP Convener
2	Dr. M. Arulaalan	HoD / ECE	IIC President, IIC Innovation Ambassador & NISP Member
3	Dr. A. Arulvizhi	HoD / EEE	IIC Vice – President & NISP Member
4	Mr. S. Mahalingam	HoD / MBA	IIC Innovation Ambassador & NISP Member
5	Mr. M. Selvaganapathy	AP / ECE	IIC Convener, IIC Innovation Ambassador & NISP Member
6	Dr. V. Suresh	HoD / Mech.	NIRF Coordinator and NISP Member
7	Mr. G. Mallieswaran	HoD / Civil	Innovation Coordinator and NISP Member
8	Mr. D. Santhakumar	HoD / CSE	Social Media Coordinator and NISP Member
9	Mr. Daniel David	Liason Officer	Internship Coordinator and NISP Member
10	Mr. Anand Venkateswaran	Group COO, VM Cashews, Panruti	Industrialist
11	Dr. A. Balachandar	Incubation Centre, VIT, Vellore	Incubation Service
12	Dr. V. Balasubranian	Professor & Head / Manufacturing Engg.	Patent Advisor
13	Mr. D. Prasanna Kumar	Maruthamalai Groups, Cuddalore	Start – up / Alumni Entrepreneur
14	Mr. S. Sunil Kumar	Proprietor, Cuddalore Engg. & Energy Systems	Alumni Entrepreneur
15	Mr. A. Ranjith Kumar	JRK Traders, Cuddalore	Alumni Entrepreneur
16	Ms. L. Vaishali	Proprietor, W Fashions, Cuddalore	Alumni Entrepreneur
17	Mr. R. Ramachandran	Secretary, AIPOP (Govt. Reg.)	NGO
18	Mr. J. Robert Theivadas	Design Engineer, Novitat Engg. Services	External Member
19	Mr. R. Muthukumaran	Deputy Director, EDII, Chennai	External Member

## 2. POLICY PROBLEMS OR THRUST AREAS

S. No	Plan
1	Strategies & Governance for Promoting Innovation & Entrepreneurship
2	Creation of Innovation Pipeline and Pathways for Entrepreneurs
3	Building Organizational Capacity, Human Resources and Incentives
4	Collaboration Co – creation, Business Affiliation and Knowledge Exchange
5	Norms for Faculty & Students Driven Innovations and Start – ups
6	Incentivizing Faculty & Students for Entrepreneurship
7	Norms for Faculty Start – up
8	Incubation Support
9	IP Ownership Rights for Technologies developed at CKCET
10	Pedagogy & Learning Interventions for Supporting Innovations & Start – ups
11	Entrepreneurial Performance Impact Assessment

## 3. INITIATIVES / ACTIVITIES UNDERTAKEN AS PER THE ACTION PLAN SUBMITTED

### I. First Year Action Plan (2020 – 21)

<b>[A] To inculcate the spirit of innovation and entrepreneurship amongst S&amp;T Students</b>		
S. No	Activities	No. of days
1	Entrepreneurship Awareness Camp	04 days
2	Boot Camp for Entrepreneurship Development	15 days
3	Motivation Program through Successful Entrepreneurs	02 days
4	Technology based Entrepreneurship Development Program	07 days
5	Start – up Week	02 days

<b>[B] To identify, develop &amp; commercialize student's innovative ideas</b>		
S. No	Activities	No. of days
1	Entrepreneurship / Innovation Camp	01 day
2	Orientation Program on Business Opportunities	01 day
3	Business Plan Preparation	01 day
4	Orientation Program on IPR	01 day
5	Ideation Workshop / Idea Competition	01 day
6	Intra Departmental Hackathon	02 days
7	Design Competition	01 day
8	Product Exhibition / Trade Fair	01 day

<b>[C] To enhance Industry – Academia interaction</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Linkage of Entrepreneurs with young student Entrepreneurs	02 days
2	Students visit to industries	10 days
3	Interaction and Progress Meeting with industry associations	01 day
4	Participation in Exhibition / Industry Fair	01 day
5	Technology based Workshop / Training	15 days
6	Webinars	02 days

## **II. Second Year Plan (2021 – 22)**

<b>[A] To inculcate the spirit of Innovation and Entrepreneurship among S&amp;T Students</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Entrepreneurship Awareness Camp	10 days
2	Seminar on Key aspects of Entrepreneurship	01 day
3	Workshop on Business Idea Preparation	02 days
4	Entrepreneurship Week	05 days
5	Discussion with Successful Alumni Entrepreneurs	02 days
6	Induction Program on Entrepreneurship	02 days
7	Session on Technology Commercialization	01 day

<b>[B] To identify, develop and commercialize students' innovative ideas</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Start – up Idea Pitching Contest	02 days
2	Workshop on Effective Market Research	02 days
3	Workshop on True Value Proposition for Start – up	02 days
4	Business Plan Competition	02 days
5	Investors Meet	02 days
6	Pitching workshop for Students' Innovators	02 days
7	Hands on Training on Strategic Building	01 day

<b>[C] To enhance Industry – Academia Interaction</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Workshop for faculties on “Identifying Industry Expectation from academic Institutions”	01 day
2	Seminar on Various Innovation needed in Industries	01 day

3	Industrial Training for faculty members	05 days
4	Technology based innovation contest for students	02 days

### III. Third Year Plan (2022 – 23)

<b>[A] To inculcate the spirit of Innovation and Entrepreneurship among S&amp;T Students</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Entrepreneurship Awareness Camp	05 days
2	Boot Camp for Entrepreneurship Camp	05 day
3	Motivational Program through Successful Entrepreneurs	02 days
4	Innovation / Idea Competition for young innovators and entrepreneurs	02 days
5	Technology based Entrepreneurship Program	05 days
6	Call for Proof of Concept	01 day

<b>[B] To identify, develop and commercialize students' innovative ideas</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Entrepreneurship / Innovation Campaign	01 day
2	Orientation program on Various Business Opportunities	01 day
3	Business Plan Competition	01 day
4	Orientation program for Patents Filing and IPR	01 day
5	Idea / Design Competition	01 day
6	Intra Departmental Smart Hackathon	02 days

<b>[C] To enhance Industry – Academia Interaction</b>		
<b>S. No</b>	<b>Activities</b>	<b>No. of days</b>
1	Entrepreneurs Interaction with Students	04 days
2	Students' Visit to industries	04 days
3	Executive Interaction	02 days
4	Industrial Exhibition / Trade Fair Participation	02 days
5	Student Visit to Industries for Internship	15 days
6	Industrial Webinar	01 day

#### 4. BENCHMARK – KPI MONITOR & EVALUATION

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Means and Verification
<b>Vision</b>	To cater the needs of young student innovators and entrepreneurs with innovative social relevance ideas and thereby introducing the culture of Entrepreneurship and Innovation at CK College of Engineering and Technology (CKCET) and thereby promoting the national economic and social growth	<ul style="list-style-type: none"> <li>▪ ARIIA</li> <li>▪ NIRF Ranking</li> </ul>
<b>Goal/Impact</b>	<ol style="list-style-type: none"> <li>1. To motivate, enable and provide a support for developing minimum of 02 startups in CK College of Engineering and Technology.</li> <li>2. 5% of Graduate students will choose Entrepreneurship as career.</li> <li>3. 10% of Student and Graduates Practice Entrepreneurship</li> </ol>	<ul style="list-style-type: none"> <li>▪ Biannual Survey</li> <li>▪ ARIIA</li> <li>▪ NIRF Rankings</li> </ul>
<b>Outputs</b>	<ol style="list-style-type: none"> <li>1. 50% of Student &amp; faculty are exposed to awareness/orientation building programs.</li> <li>2. 50% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential learning programs, etc.</li> <li>3. 03 Student projects will be turned to (commercialize) Innovations.</li> <li>4. 3 IPR based product/services will be generated and registration filed.</li> <li>5. 25% of in – house trained professional developed for advisory services.</li> <li>6. 10% Representatives of experts &amp; entrepreneurial students across the Dept. &amp; Disciplines.</li> <li>7. 5 Beneficiaries will be generated under various schemes - and 2002 programs leveraged and converged at Start – up Cell</li> </ol>	<ul style="list-style-type: none"> <li>▪ Biannual Survey</li> <li>▪ Monthly progress report</li> </ul>
<b>Outcomes</b>	<ol style="list-style-type: none"> <li>1. Orientation for 50% of student &amp; faculty members regarding Entrepreneurship.</li> <li>2. Minimum of 25% of Student &amp; faculty members are to be motivated to start entrepreneurial activity.</li> <li>3. Commercialization for 3 IPR/Innovations.</li> <li>4. Early Start – up for 6 innovations.</li> <li>5. 25% of in – house Expert for Advisory Services.</li> <li>6. Network establishment with connecting multiple stakeholders &amp; Ecosystem Enablers</li> </ol>	<ul style="list-style-type: none"> <li>▪ Biannual Survey</li> <li>▪ Quarterly Newsletter</li> </ul>

<p><b>Activities</b></p>	<ol style="list-style-type: none"> <li>1. 05 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc.</li> <li>2. 25 workshops, awareness and market outreach events, orientation, advocacy meetings, etc.</li> <li>3. 10 networking events (Intra and Inter-institutional, enablers, stakeholders)</li> <li>4. 5 skill and competency development training programs / EDPs</li> <li>5. 02 of national and regional award and campus Hackathon like events</li> <li>6. Incentivising Entrepreneurship and Innovation; services and facilities; Start – up Manual, policies, tool kits, etc.</li> <li>7. Budget allocation and Spend ratio for the start – up mandate in institute</li> </ol>	<ul style="list-style-type: none"> <li>▪ Biannual Survey</li> <li>▪ Quarterly Newsletter</li> <li>▪ Monthly progress report</li> <li>▪ Review Meetings</li> </ul>
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## 5. TO DO LIST FOR IMPLEMENTATION

### A. Short Term Objectives (0 – 12 Months)

1. To help student groups to prototype their ideas.
2. To improve innovation, creative and design thinking among student community.
3. Incubation facility for faculty driven start – up and student / alumni start – up.
4. Organize FDP, Seminars, Workshops and Executive Interactions for students and faculty members for promoting the entrepreneurial culture.
5. Strengthen Institute Industry Partnership Cell (IIPC) activity and effectively use the outcomes for achieving the mission of the CKCET – NISP.

### B. Long Term Objectives (0 – 36 Months)

1. Associate with DST, CII, MSME and other academic institutions for transferring world class facility for CKCET EDC activities.
2. Improve quality of research work among students and attain patent which can be commercially used in production.
3. Provide a platform for the students to develop innovative products with global recognition and generate business opportunities.
4. Generate revenues through consultancy works and student start – up.
5. Spreading awareness to the students and faculty regarding IPR related activities.

## 6. STRATEGIC PARTNERSHIP LINKAGE WITH

- a. Entrepreneurship Development Institute of India (EDI), Ahmedabad.
- b. National Innovation Foundation (NIF) of India to submit the idea and apply for schemes.
- c. Procure fund from AICTE for Entrepreneurship Development Activities.
- d. Commencement of Certification / Diploma Courses in Entrepreneurship.