



INNOVATION & STARTUP POLICY

Vision

To make J.N.N Institute of Engineering as one of the Advanced Innovation Centre and the supreme destination for Start-ups by 2025

Mission

To create, support and nurture a lively Start-up ecosystem in J.N.N Institute of Engineering resulting in innovation and entrepreneurship driven employment and socio-economic growth.

Short term Objectives

Inculcate, inspire, assist and support development of at least 8 technology start-ups in J.N.N Institute of Engineering.

Long term Objectives

Provide a committed support to at least 05 Indian high growth start-ups developing innovative technology solution for high social impact in sectors like hygiene, agriculture, renewable energy, healthcare, transport, etc.

1. Committee Members

S.No.	Name of Member	Key Role/ Position
1	Dr. A.V. Mayakkannan, Principal	President
2	Dr. M. Nagaraj, Prof. & Head -Robotics & Automation	Vice President
3	Mr. S. Yuvaraj, AP - Mech	NISP Coordinator
4	Mr. C. John De Britto, AP - EEE	ARIIA Coordinator
5	Dr. Geetha Palani, AP - S & H	NIRF Coordinator

6	Mr. Kishore	Start-up/ Alumni Entrepreneur
7	Mr. Vimalnathan	Start-up/ Alumni Entrepreneur
8	Mr. T. Dinesh, AP - Mech	Start-up Activity Coordinator
9	Ms. K. Vigneshwari, AP - CSE	Social Media Coordinator
10	Ms. P. Yashika, AP -CSE	Internship Activity Coordinator
11	Mr. S. Venkatesan, AP - Mech	IPR Activity Coordinator
12	Mr. S. Ajith Kumar, AP - Mech	Innovation Activity Coordinator
13	Mr. S. Tamilvanan, AP - ECE	Member
14	Mr. G. Ashok, ASP - BME	Member
15	Ms. K. Iswarya, AP - EEE	Member
16	Ms. S. Vijayalakshmi, AP - MBA	Member
17	Mr. P.V Siva, AP - Mech	Member
18	Mr. G. Kodaiyarasu, AP - Mech	Member
19	Ms. M. Yasaswini, AP - CSE	Member
20	Ms. Sherlin Suresh, AP - CSE	Member
21	Mr. S. Basilahamed, AP - Civil	Member
22	Mr. M. Gurumoorthy, AP - S & H	Member
23	Dr. R. Ramya, AP - S & H	Member

2. Policy on Thrust Areas

S. No	Plan
1	J.N.N.I.E Strategies & Governance for Stimulating Innovation & Entrepreneurship
2	Creating Innovation Pipeline and Pathways for Entrepreneurs at institute level
3	Building Organizational Capacity, Human Resources and Incentives
4	Collaboration, Co-creation, Business Relationship and Knowledge Exchange
5	Norms for Students Driven Innovations and Start-ups
6	Incentivizing Faculty & Students for Entrepreneurship
7	Norms for Faculty Start-up
8	Incubation & Pre-Incubation support
9	IP Ownership Rights for Technologies Developed at J.N.N.I.E
10	Pedagogy & Learning Interventions for Supporting Innovations & Start-ups
11	Entrepreneurial Performance Impact Assessment

3. Benchmark - KPI Monitor & Evaluation

Hierarchy of Objectives	Key Performance Indicators(KPIs)	Means and Verification
Vision	<ul style="list-style-type: none"> ▪ 5% Increase in Self-Employment Rate ▪ 8 Established Start-ups 	<ul style="list-style-type: none"> ▪ ARIIA ▪ NIRF Rankings
Goal/Impact	<ul style="list-style-type: none"> ▪ Enable Environment with multiple level of support for innovation & Entrepreneurship in J.N.N Institute of Engineering ▪ 5% of Graduate students will choose Entrepreneurship as career ▪ 10% of Student and Graduates Practice Entrepreneurship 	<ul style="list-style-type: none"> ▪ Biannual Survey ▪ ARIIA ▪ NIRF Rankings
Outcomes	<ul style="list-style-type: none"> ▪ 50% of student & faculty mass with entrepreneurshipOrientation ▪ 25% of Student & faculty motivated to start any entrepreneurial activity ▪ 8 of IPR/Innovations developed for commercialization ▪ 8 of Student/Early-Stage Start-ups formed ▪ 20% of In-house Expert Capacity available for Advisory Services ▪ 20% of Satisfaction over Advisory services offered to Innovators & Early-Stage Entrepreneurs ▪ Network Established with connecting multiple stakeholders & Ecosystem Enablers 	<ul style="list-style-type: none"> ▪ Biannual Survey ▪ Quarterly News Letter
Outputs	<ul style="list-style-type: none"> ▪ 50% Student & faculty mass exposed to awareness/ orientation building programs ▪ 50% of Students covered through entrepreneurship Education; MOOC, Classroom Experiential Learning programs etc. ▪ 300 of beneficiaries are accessing the infrastructure & facilities per year. ▪ 50 of innovators identified; 25 of awarded/ recognized; 10 of supported ▪ 20 of entrepreneurs identified; 10 of awarded/ recognized; 10 of supported ▪ 8 of Students projects turns to (commercialize) 	<ul style="list-style-type: none"> ▪ Biannual Survey ▪ Monthly Progress Report

	<p>Innovations</p> <ul style="list-style-type: none"> ▪ 20 of IPR based products/services generated and registration filed. ▪ 20% of in-house trained professional developed for advisory services ▪ 5 of Research Studies on Entrepreneurship published ▪ 5 of Regional, National and International linkages established for the startup & innovation ▪ 10% Representatives of experts & entrepreneurial students across Department & Disciplines. ▪ 8 of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell ▪ 15 of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell 	
<p>Activities</p>	<ul style="list-style-type: none"> ▪ 8 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. ▪ 40 of workshops, awareness, market outreach events, orientation, advocacy meetings etc. ▪ 20 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized ▪ 8 of skill and competency development training programs/FDPs/EDPs organized ▪ 5 of research studies related to Entrepreneurship conducted ▪ 02 of national and regional award and campus Hackathon like events organized ▪ Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc. ▪ 1% of total budget/year spend against total institution revenue for start-up ▪ Budget allocation and Spend ratio for the start-up mandate in institute. 	<ul style="list-style-type: none"> ▪ Biannual Survey ▪ Quarterly News Letter ▪ Monthly progress report ▪ Review Meetings

4. Tentative plan for the next 5 years

S. No	Activity	Frequency
1	One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”	2/Year
2	One Day Workshop on Problem Solving/Design Thinking/IdeationWorkshop/ Campus Hackathon etc.	2/Year
3	Field/Exposure Visit to Village/Society / School/ Industry/ Market - Identity Real Life Problem	1/Year
4	Special Talk on My Story - Entrepreneur’s Life & Crossroad - MotivationalSpeak - To be Share by Entrepreneurs	2/Year
5	Product Development Phases - Story Telling - (Innovators in Campus)	1/Year
6	Demo Day - Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	1/Year
7	Internship at Innovation & Start-up Centre/Start-ups/ Incubation Unit etc.during Semester Break	2/Year
8	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre /Technology Transfer Centre	1/Year
9	Business Plan Contest	2/Year
10	Workshop on Business Model Canvas (BMC) and (or) Business Plan Competition to Invite Innovative Business Models from Students	2/Year
11	One day workshop on “How to plan for Start-up and legal and Ethical Steps”	2/Year
12	Half day Interactive/online Session/Mentoring Session “Hangout with Successful Start-ups” (Entrepreneurs in Campus)	2/Year

13	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	2/Year
14	Field/Exposure Visit to Design Centre/Makers' Space/Fab Lab/ PrototypeLab/Tinkering Lab etc.	1/Year
15	Seminar on Accelerator/Incubation - Opportunity for Student Faculty - Early-Stage Entrepreneurs	2/Year
16	Seminar on Understanding Angel and Venture Capital Funding - What is there for Early-Stage Innovator & Entrepreneurs	1/Year
17	Bootcamp for Innovation product development	1/Year
18	Innovation Day Celebrations	1/Year
19	National Science Day	1/Year
20	Workshop Funding Opportunities for Innovation and Entrepreneurship Development	1/Year
21	J.N.N.I.E Hackathon (Software)	1/Year
22	J.N.N.I.E Project Design Contest (Hardware)	1/Year
23	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year

5. Program Implementation-Using Problem Tree and Policy Logical Tools

