

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 startups 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
	Wil. Habitore	Entrepreneur
7	Mr. Vimalnathan	Start-up/ Alumni
_		Entrepreneur
8	Mr. T. Dinesh, AP - Mech	Start-up Activity
	1120 10 2 110019 1 1110011	Coordinator
9	Ms. K. Vigneshwari, AP - CSE	Social Media
	1120111 (1910011) 111 002	Coordinator
	Ms. P. Yashika, AP -CSE	Internship
10		Activity
		Coordinator
11	Mr C Vankatasan AD Mach	IPR Activity
11	Mr. S. Venkatesan, AP – Mech	Coordinator
		Innovation
12	Mr. S. Ajith Kumar, AP – Mech	Activity
		Coordinator
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13	Mr. S. Tamilvanan, AP - ECE	Member
14	Mr. G. Ashok, ASP - BME	Member
11	WII. G. ASHOR, AGT – DIVIL	IVICIIIDCI
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
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20	Ma Charlin Carroch AD CCE	Member
20	Ms. Sherlin Suresh, AP – CSE	Member
21	Ma C Barilala and AB Civil	M 1
21	Mr. S. Basilahamed, AP - Civil	Member
22	M. M. C AD. C II	Manul
22	Mr. M. Gurumoorthy, AP - S & H	Member
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23	Dr. R. Ramya, AP - S & H	Member
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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	5% Increase in Self-Employment Rate8 Established Start-ups	ARIIANIRFRankings
Goal/Impact	 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 	BiannualSurveyARIIANIRFRankings
Outcomes	 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 AdvisoryServices 20% of Satisfaction over Advisory services offered toInnovators & Early-Stage Entrepreneurs Network Established with connecting multiple stakeholders & Ecosystem Enablers 	Biannual Survey Quarterly News Letter
Outputs	 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) 	■Biannual Survey ■Monthly Progress Report

	Innovations	
	 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	
	■ 8 Education/Skill certification program on	■Biannual
	Entrepreneurship, IIPR, Innovation etc.	Survey
	• 40 of workshops, awareness, market outreach	Quarterly
	events, orientation, advocacy meetings etc.	News Letter
	■ 20 of networking event (Intra and Inter-	■ Monthly
	institutional, enablers, stakeholders) organized	progress
	 8 of skill and competency development training 	report
	programs/FDPs/EDPs organized	■Review
	 5 of research studies related to Entrepreneurship 	Meetings
Activities	conducted	O
	• 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.	
	manuate in institute.	

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

To make J.N.N Institute of Engineering as one of the Vision Advanced Innovation Centre and the supreme destination for Start-ups by 2025 Provide a committed support to at least 05 Indian high growth start-ups developing innovative technology solution for high Long-Term social impact in sectors like hygiene, agriculture, renewable Objective energy, healthcare, transport, etc Developing a Building In-House Strengthen the Intra CriticalMass of Innovation & Competency and Inter-Motivated Students Early-Stage Institutional linkage Development to & Faculties with Enterprises by with Ecosystem Serve Potential and Outcomes Enablers at Different Entrepreneurial supporting & Early-Stage enabling Access to Level Orientation & Skill Entrepreneurs Resource & **Facilities** • Dedicated In-house • Inter-• Aware & Facilities & Trained Department Motivated Linkages Infrastructures Professionals Student & Active Advisory • Inter- Enterprise faculties Output institutional Services Support • Deliver Education Linkages • Access to • Research & on Innovation & Advocacy Resources Entrepreneurship **Setup Advisory** Mentor, Start-up **Establishment** • Organize Cell Network, Service Expert Workshops/ of Start-up Cell Pool **Business &** Lectures/e-Talk/ Scout, • Training-FDPs, Referral Service **Boot Camp etc** Recognize • Convergence • Conduct Online Support Ideas, **Activities** • Incentives for Innovation & and Leverage and Class Room **Govt. Schemes Education &** Start-ups experts • Research & Programs Training & **Innovation &** Studies & • Organize Mentoring Start-up National & Integration of Repository Advocacy Build-up Programs **Regional Events Experiential** Learning

Resource Allocation, Financial/Budget. Human Resource, Material, Equipment's etc

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J.N.N INSTITUTE OF ENGINEERING

Input