



PRATHYUSHA ENGINEERING COLLEGE

INNOVATION & STARTUP POLICY

Action Plan for Implementation of Policy

Vision/Goal of I&E Policy & Action Plan:

The I&E policy set vision and set directional support to HEIs. It aims at adopting innovative and entrepreneurial strategies and approaches at all levels of HEI to establish, streamline and strengthen the I&E ecosystem to generate quality innovations and entrepreneurs.

The action plan is a roadmap to achieve I&E policy goal by setting objectives and activities to be undertaken in the specified timeline with defined targets and milestones.

Both I&E policy and action plan adopts a monitoring and impact evaluation methodology which ensures all planned programs and activities progress as desired and accomplish the goal.

Objective of I&E policy along with the action plan:

1. To establish institutional mechanisms, processes and guidelines to generate knowledge, intellectual properties and innovations from institute and commercialization of innovations through technology transfer, technology licensing and startups etc.
2. To develop a critical mass of motivated students & faculties with creative potential, and entrepreneurial orientation & skill set.
3. To build and strengthen the in-house mentor pool and human resource capacity to drive campus I&E activities; identifying, hand holding and guiding potential/early stage entrepreneurs, student innovators at the Institute on regular basis.
4. To build infrastructure support and facilities to promote innovation & startup and enabling environment of easy access to resources within and outside the institute.
5. To strengthen the intra and inter-institutional partnership and collaboration with ecosystem at different level and co-creation of new program interventions.



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Implementation of I&E Policy and Action Plan

Annexure-I: Action Plan:- Planned Programs, Activities, Budget Allocation, and Annual Targets								
I&E Policy Objectives	Thrust Area	Planned Intervention: Program/Activities (Input)	Unit of Measurement (KPIs)	Current Status (Baseline Value)	Budget Allocation /Collaboration (Resource/Source)	Annual Targets (Process/Output)		
						Year1	Year2	Year3
Objective1: To establish institutional mechanisms, Processes and Guidelines to Generate knowledge, intellectual properties and innovations from Institute and Commercialization of Innovations through Technology transfer, Technology licensing and startups etc.	Validation and concept development	Session on Process of Innovation Development	No. of innovators identified	5	Rs.3000 (Dr. P. Malathi, IA, PEC)	10		
	Validation and concept development	Workshop on Design Thinking, Critical thinking and Innovation Design	No. of innovators identified	5	Rs.3000 (Dr.B.Prabhu, Pondicherry University)	10		
	Validation and concept development	Design Validation through various model of design validation (e.g. Double Diamond Approach)	No. of Student projects turns to (commercialize) Innovations	0	Rs.3000 (Dr.S.Padmapriya, IIC President, PEC)	2		
	Validation and concept development	Session on Identifying intellectual property component at the early stage of innovation	No. of patents applied	5	Rs.20000 (Dr.S.Padmapriya, IIC President, PEC)	10		
	Validation and concept development	Orientation Session on National Innovation and Startup Policy (NISP)	% Representatives of experts & entrepreneurial students across Dept & Disciplines.	1%	Rs.3000 (Dr. P. Jayaraman, NISP Coordinator, PEC)	2%		

Objective2: To Develop a critical Mass of motivated Students & faculties With creative potential, and entrepreneurial Orientation & skill set.	Inspiration, Motivation and Ideation	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	No/% of Student & faculty mass exposed to awareness/orientation building programs	5%	Rs.3000 (Dr. Analjyoti Basu, IA, EDII, Gujarat)	10%		
	Inspiration, Motivation and Ideation	My Story - Motivational Session by Successful Innovators	%of Students covered through entrepreneurship Education	5%	Rs.3000 (Mr.SoundaraRajanKannan, NOKIA)	10%		
	Inspiration, Motivation and Ideation	My Story - Motivational Session by Successful Entrepreneur/Startup founder.	% of Students covered through entrepreneurship Education	5%	Rs.3000 (Mr.M.Srinivasn Director Icon Industrial Solutions)	10%		
	Inspiration, Motivation and Ideation	Session on Problem Solving and Ideation Workshop	% of Students covered through entrepreneurship Education	5%	Rs.3000 (Mr. Arvind S, Intel's Client Compute Group, Bangalore)	10%		
	Inspiration, Motivation and Ideation	Pitching workshop & linkage of innovators with Innovation Ambassadors	% of Students covered through entrepreneurship Education	5%	Rs.3000 (Mr.S.P.Jothes Final Year/CSE Founder Jolly Creations)	10%		

Objective3: To build and strengthen the in-house mentor pool and human resource capacity to drive campus I&E activities; identifying, handholding and guiding potential/early stage entrepreneurs, student innovators at the Institute on regular basis.	Validation and concept development	Orientation session for all students & faculties of Institute by Innovation Ambassador	No. of in-house trained professional developed for advisory services	2%	Rs.3000 (Dr.P.Malathi&Mr.N.Gopinath, IA, PEC)	4%		
	Validation and concept development	Orientation Session on National Innovation and Startup Policy (NISP)	%Representatives of experts & entrepreneurial students across Dept& Disciplines.	1%	Rs.3000 (Dr. P. Jayaraman, NISP Coordinator)	2%		
	Validation and concept development	Session on Process of Innovation Development	No of innovators identified	5	Rs.3000 (Dr. P. Malathi, IA, PEC)	10		
	Validation and concept development	Workshop on Design Thinking, Critical thinking and Innovation Design	No of innovators identified	5	Rs.3000 (Dr. P. Malathi, IA, PEC)	10		
	Validation and concept development	Field/Exposure Visit to Fab lab, Makers Space, Design Centres, City clusters etc.	No of Innovators identified	5	Rs.3000(Dr. S. Padmapriya, IIC President)	10		
	Validation and concept development	Workshop on Entrepreneurship Development Phases	No of innovators identified	5	Rs.3000(Dr. S. Padmapriya, IIC President)	10		

Objective 4: To build infrastructure support and facilities to promote innovation & startup and enabling environment of easy access to resources within and outside the institute.	Prototype, Design, Process Development for Business Model/ Process/ Services	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	No of Regional, National and International linkages established for the start-up& innovation	0	Rs.3000 (Dr. P. Jayaraman, NISP, Coordinator)	1		
	Prototype, Design, Process Development for Business Model/ Process/ Services	Session on "How to plan for Start-up and legal & Ethical Steps"	No of innovators identified	5	Rs.3000(Dr. Ranjana Patel, Incubator General Manager AIC- Prestige Inspire Foundation, Indore Madhya Pradesh)	10		
	Prototype, Design, Process Development for Business Model/ Process/ Services	Interactive Session/Mentoring Session with "Successful Start-up founders" (Entrepreneurs in Campus)	No of Student/ Early Stage Startups formed	0	Rs.3000(R.Maheswaran Alumni. PEC Founder of Diamond Engineering))	1		
	Awareness about Startup and related Ecosystem	Establishment of MSME BI	No of innovators identified	5	Rs.20,000 (Dr.S.Arun, Head R&D)	10		
	Awareness about Startup and related Ecosystem	Establishment of IPR Cell	No of patents applied	5	Rs.10,000 (Dr.S. Padmapriya, Head, IPR Cell)	10		
Objective 5: To strengthen the intra and inter Institutional partnership and collaboration with ecosystem at different level and co-creation of new program interventions.	Prototype, Design, Process Development for Business Model/ Process/ Services	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	No of innovators identified	0	Rs.3000 (Dr. P. Jayaraman, NISP, Coordinator)	1		
	Awareness about Startup and related Ecosystem	Establishment of MSME BI	No of innovators identified	5	Rs.20,000 (Dr.S.Arun, Head R&D)	10		
	Awareness about Startup and related Ecosystem	Session/ Panel discussion with Innovation and Startup Ecosystem Enablers from the region/state/national level	No. of Network Established with connecting multiple stakeholders & Ecosystem Enablers	0	Rs.3000(Dr.Gangi Reddy, TBI, University of Madras)	1		
	Awareness about Startup and related Ecosystem	Collaborations with incubation units outside the HEI to provide incubation support	No. of collaborations	0	Rs.2000(SPEC TBI)	1		

Awareness about Startup and related Ecosystem	Collaborations with other HEIs as mentee institute to promote I&E in the campus.	No. of collaborations	0	Rs.2000(SPEC TBI)	1		
Awareness about Startup and related Ecosystem	Applying and receiving funds/grants from authentic sources such as Govt., Non Govt., CSR bodies towards promoting and support innovation, IPR, startups, and incubation activities in the campus.	Total funds received (in Rs)	Rs.1,00,000	MSME BI	Rs.10,00,000		



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Annexure -2: Timeline and Progress Tracking Sheet

I&E Policy Objectives	Thrust Area	Planned Intervention: Program/Activities (Input)	Responsibility Unit/Dept./ Person In charge	Timeline (Academic Year)					
				Year 1 Quarter 1	Year 1 Quarter 2	Year 1 Quarter 3	Year 1 Quarter 4	Year 2	Year 3
Objective 1: To establish institutional mechanisms and processes to generate knowledge, intellectual properties and innovations from institute and commercialization of innovations through technology transfer, technology licensing and startups etc.	Validation and concept development	Session on Process of Innovation Development	Dr.P.Malathi, IA, PEC						
	Validation and concept development	Workshop on Design Thinking, Critical thinking and Innovation Design	Dr. S. Padmapriya, IIC President, PEC						
	Validation and concept development	Design Validation through various model of design validation (e.g. Double Diamond Approach)	Dr. S. Padmapriya, IIC President, PEC						
	Validation and concept development	Session on Identifying intellectual property component at the early stage of innovation	Dr. S. Padmapriya, IIC President, PEC						
	Validation and concept development	Orientation Session on National Innovation and Startup Policy (NISP)	Dr.P.Jayaraman, NISP Coordinator						
Objective 2: To Develop a critical mass of motivated students & faculties with creative potential, and	Inspiration, Motivation and Ideation	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Dr. S. Padmapriya, IIC President, PEC						
	Inspiration, Motivation and Ideation	My Story - Motivational Session by Successful Innovators	Dr. S. Padmapriya, IIC President, PEC						

entrepreneurial orientation & skill set.	Inspiration, Motivation and Ideation	My Story - Motivational Session by Successful Entrepreneur/Startup founder.	Dr. S. Padmapriya, IIC President, PEC						
	Inspiration, Motivation and Ideation	Session on Problem Solving and Ideation Workshop	Dr. S. Padmapriya, IIC President, PEC						
	Inspiration, Motivation and Ideation	Pitching workshop & linkage of innovators with Innovation Ambassadors	Dr. S. Padmapriya, IIC President, PEC						

Objective 3: To build and strengthen the in-house mentor pool and human resource capacity to drive campus I&E activities; identifying, handholding and guiding potential/early stage entrepreneurs, student innovators at the Institute on regular basis.	Validation and concept development	Orientation session for all students & faculties of Institute by Innovation Ambassador	Dr.P.Malathi & Mr.N.Gopinath, IA, PEC						
	Validation and concept development	Orientation Session on National Innovation and Startup Policy (NISP)	Dr. P. Jayaraman, NISP Coordinator						
	Validation and concept development	Session on Process of Innovation Development	Dr. P. Malathi, IA, PEC						
	Validation and concept development	Workshop on Design Thinking, Critical thinking and Innovation Design	Dr. P. Malathi, IA, PEC						
	Validation and concept development	Field/Exposure Visit to Fab lab, Makers Space, Design Centres, City clusters etc.	Dr. S. Padmapriya, IIC President, PEC						
	Validation and concept development	Workshop on Entrepreneurship Development Phases	Dr. S. Padmapriya, IIC President, PEC						

Objective 4: To build infrastructure support and facilities to promote innovation & startup and enabling environment of easy access to resources within an outside the institute.	Prototype, Design, Process Development for Business Model/ Process/ Services	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	Dr.P.Jayaraman, NISP, Coordinator.						
	Prototype, Design, Process Development for Business Model/ Process/ Services	Session on "How to plan for Start-up and legal & Ethical Steps"	Dr. S. Padmapriya, IIC President, PEC						
	Prototype, Design, Process Development for Business Model/ Process/ Services	Interactive Session/Mentoring Session with "Successful Start-up founders" (Entrepreneurs in Campus)	Dr. S. Padmapriya, IIC President, PEC						
	Awareness about Startup and related Ecosystem	Establishment of MSME BI	Dr.Arun, Head, R&D, PEC						
	Awareness about Startup and related Ecosystem	Establishment of IPR Cell	Dr. S. Padmapriya, IIC President, PEC						
Objective 5: To strengthen the intra and inter-institutional partnership and collaboration with ecosystem at different level and co-creation of new program interventions.	Prototype, Design, Process Development for Business Model/ Process/ Services	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	Dr. P. Jayaraman, NISP Coordinator						
	Awareness about Startup and related Ecosystem	Establishment of MSME BI	Dr.Arun, Head, R&D, PEC						
	Awareness about Startup and related Ecosystem	Session/ Panel discussion with Innovation and Startup Ecosystem Enablers from the region/state/national level	Dr. P. Jayaraman, NISP Coordinator						
	Awareness about Startup and related Ecosystem	Collaborations with incubation units outside the HEI to provide incubation support	Dr. S. Padmapriya, IIC President, PEC						
	Awareness about Startup and related Ecosystem	Collaborations with other HEIs as mentee institute to promote I&E in the campus.	Dr. S. Padmapriya, IIC President, PEC						
	Awareness about Startup and related Ecosystem	Applying and receiving funds/grants from authentic sources such as Govt., Non Govt., CSR bodies towards promoting and support innovation, IPR, startups, and incubation activities in the campus.	Dr. S. Padmapriya, IIC President, PEC						



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Annexure 3: Suggestive List of Key Performance Indicators (KPIs)

a. Process KPIs

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Milestones/Targets	Time Line			
			Y1	Y2	Y2	Y4
Vision	<ul style="list-style-type: none"> % Increase in Self-Employment Rate among graduate students over years No of Established Start-ups/Innovations 	5%	1%	1%	1%	2%
		8	0	1	2	5
Goal/Impact	<ul style="list-style-type: none"> Enabling Environment Established with multiple level of support for innovation & Entrepreneurship in Institute No/% of Graduate students choose Entrepreneurship as career & # Increment/year No/% of Student and Graduates Practicing Entrepreneurship & # Increment/year 	5%	1%	1%	1%	2%
		10%	2%	2%	2%	4%
Outcomes	<ul style="list-style-type: none"> Nos/% of student & faculty mass with entrepreneurship Orientation, # Increment/year Nos/% of Student & faculty motivated to start any entrepreneurial activity & #Increment No of IPR/Innovations developed for commercialization & # Increment/year No of Student/Early Stage Start-ups formed & # Increment/year No/% of In-house Expert Capacity available for Advisory Services & # Increment/year % of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs Network Established with connecting multiple stakeholders & Ecosystem Enablers 	50%	10%	10%	10%	20%
		25%	5%	5%	5%	10%
		8	1	1	2	4
		8	1	1	2	4
		20%	4%	4%	4%	8%
		20%	4%	4%	4%	8%
		5	1	1	1	2

Outputs	• No/% of Student & faculty mass exposed to awareness/orientation building programs	50%	10%	10%	10%	20%
	• No/% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc. & # Increment/year	50%	10%	10%	10%	20%
	• No of beneficiaries are accessing the infrastructure & facilities per day, month & # Increment	300	50	50	100	100
	• No of innovators identified; No of awarded, /recognised; No of Supported, & # Increment	50 25 awarded 25 supported	10 5 5	10 5 5	10 5 5	20 10 10
	• No of Entrepreneurs identified; No of awarded, /recognised; No of Supported, & # Increment	20 10 awarded 10 supported	5 2 2	5 2 2	5 2 2	5 4 4
	• No of Student projects turns to (commercialize) Innovations	8	2	2	2	2
	• No of IPR based product/services generated and registration filed	20	5	5	5	5
	• No/% of in-house trained professional developed for advisory services & # Increment	20%	5%	5%	5%	5%
	• No of Research Studies on Entrepreneurship published	5	1	1	1	2
	• No of Regional, National and International linkages established for the start-up & innovation	5	1	1	1	2
	• No/% Representatives of experts & entrepreneurial students across Dept & Disciplines.	10%	2%	2%	2%	4%
	• No of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell	8	1	1	2	4

	<ul style="list-style-type: none"> No of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell 	15	3	3	3	6
Activities (Input)	<ul style="list-style-type: none"> No and types of Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. No of workshops, awareness, market outreach events, orientation, advocacy meetings etc. No of networking event (Intra and Inter-institutional, enablers, stakeholders) organized No of skill and competency development training programs/FDPs/EDPs organised No of research studies related to Entrepreneurship conducted No of convergence and leverage with schemes/programs offered by major enablers No of national and regional award and campus Hackathon like events organised Incentivising Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, toolkits etc. Amount of total budget/year spend against total institution revenue for start-up Budget allocation and Spend ratio for the start-up mandate in institute 	8 40 20 8 5 5 2 5 1% 100%	2 10 2 2 0 0 0 1 1% 100%	2 10 4 2 1 1 0 1 1% 100%	2 10 6 2 1 1 1 1 1% 100%	2 10 8 2 3 3 1 2 1% 100%



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ESTD. 2001

PRATHYUSHA ENGINEERING COLLEGE

Approved by AICTE & Affiliated to Anna University, NAAC Accredited "A" Grade, National Board of Accreditation (NBA) Institution

POLICY IMPLEMENTATION TEAM FORMATION WITH SUPPORT OF IIC TEAM MEMBERS

This is to inform MHRD Innovation Cell(MIC)/NISP Cell that NISP Policy implementation team has been formed as per the prescribed format by MIC/NISP under the HEI coordinator of Dr. P. JAYARAMAN/ PROFESSOR. As institution we are committed to support activities suggested by MIC/NISP as per the prescribed schedule and timelines. Please find below the details regarding policy implementation team members.

Institution's NISP- Implementation Team Composition

S. No	Name of Member	Member Type (Teaching/Non-Teaching/External Expert)	Key role/Position assigned	Responsibilities
1	Dr. B.R.Ramesh Babu	Principal/Teaching	Head of the Institution	Overall Monitoring and Support
2	Dr. S. Arun	Professor/ECE, Teaching	HEAD, R&D	R&D Support, Incubation support
3	Dr. P. Jayaraman	Professor/Mechanical, Teaching	Coordinator NISP	Planning, Budgeting, conducting committee meeting, Executing the activities.
4	Dr. S. Padmapriya	Professor/CSE, Teaching	Coordinator IIC	To provide guidance from IIC, Supporting the activities, IPR guidance
5	Mr. N. Ramasamy	Asst.Professor/ Teaching	EDC Coordinator	Conducting EDC activities
6	Mr. N. Gopinath	Asst. Professor/Teaching	Innovation Ambassador	Innovation Ambassador, Mentoring the students
7	Dr. P. Malathi	Professor/Teaching	Innovation Ambassador	Innovation Ambassador, Mentoring the students
8	Mr. K. Balachandar	Asst. Professor/ Teaching	Project incharge	Student's project mentoring
9	Mr.Thamba Meshach	Professor/CSE, Teaching	Social Media Coordinator	Connecting with students through social media

Head of the Institute:

NISP-Coordinator:

Date: 14.08.21

Place: Thiruvallur

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