RATHINAM
COLLEGE OF ARTS & SCIENCE

National Innovation Startup Policy – 2019 Implementation

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)	Annual Targets (Process /Output)		
					Year 1	Year 2	Year 3
Objective 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.	Innovation	To create the Co-curricular Activity of I &E in HEIs	6	0	2	2	2
	Entrepreneurship	To conduct the I & E related MDP, FDP, EDP, employment generation and skill development program organized by HEIs	6	0	2	2	2
	IPR	Workshop on IPR and IP Management	6	0	2	2	2
	Pre Incubation & Incubation	To generations of Innovation/ideas with supported of HEIs	6	0	2	2	2
	Startups	To develop the ventures for supported by HEIs	6	0	2	2	2
Objective 2: To Develop a critical mass of motivated	Innovation	To support the Co-curricular activities send to the students and faculties for External	6	0	2	2	2

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students & faculties with creative potential, and entrepreneurial orientation & skill set.	Entrepreneurship	Motivational session by successful Innovators / startups	6	0	2	2	2
	IPR	To conduct the awareness session for IPR in HEIs	6	0	2	2	2
	Pre Incubation & Incubation	Pitching the workshop & Linkage of Innovators with Innovation Ambassador	6	0	2	2	2
	Startups	Session/Workshop of Business Model Concaves	6	0	2	2	2
Objective 3: To build and strengthen the inhouse 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	Innovation	Workshop on Innovation & Entrepreneurship as career opportunity	6	0	2	2	2
	Entrepreneurship	Business Plan/Prototype competition to invite innovative business model from students and Faculties	6	0	2	2	2
	IPR	To build mentoring for the IPR through short time courses/NPTEL/SWAYAM	6	0	2	2	2
	Pre Incubation & Incubation	Interactive session/ Mentoring session with successful startup founders	6	0	2	2	2
	Start-ups	Session on How to plan for start-ups and legal & Ethical Steps	6	0	2	2	2
Objective 4: To build	Innovation	Exposure /Field visit Problem statement Identification	6	0	2	2	2

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infrastructure support and facilities to promote innovation & startup and enabling environment of easy access to resources within an outside the institute.	Entrepreneurship	Field/Exposre to Incubation Unit	6	0	2	2	2
	IPR	To give a awareness session for IPR cell coordinator	6	0	2	2	2
	Pre Incubation & Incubation	Design Validation through various model of design validation	6	0	2	2	2
	Startups	Mentorship session for student startups	6	0	2	2	2
Objective 5: To strengthen the intra and interinstitutional partnership and collaboration with ecosystem at different level and cocreation of new program interventions	Innovation	To pitch the Ideathon/problem statement competition	6	0	2	2	2
	Entrepreneurship	session on Angel investment /VC funding opportunity for early stage Entrepreneurs	6	0	2	2	2
	IPR	To create the ecosystem for IPR filing and Processing	6	0	2	2	2
	Pre Incubation & Incubation	Minimum viable product/Business Boot camp	6	0	2	2	2
	Startups	Session on Prototype validation and converting prototyping into startup	6	0	2	2	2

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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 Incharge	Timeline (Academic Year)					
				Year 1 Q1	Year 1 Q2	Year 1 Q3	Year 1 Q4	Year 2	Year 3
Objective 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.	Innovation	To create the Co-curricular Activity of I &E in HEIs	School of Computer Science	1	0	1	0	2	2
	Entrepreneurship	To conduct the I & E related MDP, FDP, EDP, employment generation and skill development program organized by HEIs	School of Commerce	0	1	0	1	2	2
	IPR	Workshop on IPR and IP Management	School of Science	1	0	1	0	2	2
	Pre Incubation & Incubation	To generations of Innovation/ideas with supported of HEIs	School of Fine Arts	0	1	0	1	2	2
	Startups	To develop the ventures for supported by HEIs	School of Management	1	0	1	0	2	2
Objective 2: To Develop a critical mass of motivated students & faculties	Innovation	To support the Co-curricular activities, send to the students and faculties for External	School of Computer Science	0	1	0	1	2	2

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with creative potential, and entrepreneurial orientation & skill set.	Entrepreneurship	Motivational session by successful Innovators / startups	School of Commerce	1	0	1	0	2	2
	IPR	To conduct the awareness session for IPR in HEIs	School of Science	0	1	0	1	2	2
	Pre Incubation & Incubation	Pitching the workshop & Linkage of Innovators with Innovation Ambassador	School of Fine Arts	1	0	1	0	2	2
	Startups	Session/Workshop of Business Model Concaves	School of Management	0	1	0	1	2	2
Objective 3: To build and strengthen the inhouse 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	Innovation	Workshop on Innovation & Entrepreneurship as career opportunity	School of Computer Science	1	0	1	0	2	2
	Entrepreneurship	Business Plan/Prototype competition to invite innovative business model from students and Faculties	School of Commerce	0	1	0	1	2	2
	IPR	To build mentoring for the IPR through short time courses/NPTEL/SWAYAM	School of Science	1	0	1	0	2	2
	Pre Incubation & Incubation	Interactive session/ Mentoring session with sucessful startup founders	School of Fine Arts	0	1	0	1	2	2
	Startups	Session on How to plan for startups and leagal & Ethical Steps	School of Management	1	0	1	0	2	2

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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.	Innovation	Exposore /Field visit Problem statement Identification	School of Computer Science	0	1	0	1	2	2
	Entrepreneurship	Field/Exposre to Incubation Unit	School of Commerce	1	0	1	0	2	2
	IPR	To give a awareness session for IPR cell coordinator	School of Science	0	1	0	1	2	2
	Pre Incubation & Incubation	Design Validation through various model of design validation	School of Fine Arts	1	0	1	0	2	2
	Startups	Mentorship session for student startups	School of Management	0	1	0	1	2	2
Objective 5: To strengthen the intra and interinstitutional partnership and collaboration with ecosystem at different level and cocreation of new program interventions	Innovation	To pitch the Ideathon/problem statement competition	School of Computer Science	1	0	1	0	2	2
	Entrepreneurship	session on Angel investment /VC funding opportunity for early stage Entrepreneurs	School of Commerce	0	1	0	1	2	2
	IPR	To create the ecosystem for IPR filing and Processing	School of Science	1	0	1	0	2	2
	Pre Incubation & Incubation	Minimum viable product/Business Boot camp	School of Fine Arts	0	1	0	1	2	2
	Startups	Session on Prototype validation and converting prototyping into startup	School of Management	1	0	1	0	2	2

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Hierarchy of Objectives	Key Performance Indicators (KPIs)	Milestones/ Targets	Time Line		
			Y1	Y2	Y3
Vision	% Increase in Self-Employment Rate among graduate students over years • No of Established Start-ups/Innovations	10%	3%	3%	4%
Goal/Impact	• 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	25%	5%	10%	10%

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Outcomes	• 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	25%	5%	10%	10%

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Outputs	• No/% of Student & faculty mass exposed to awareness/orientation building programs • No/% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc. & # Increment/year • No of beneficiaries are accessing the infrastructure & facilities per day, month & # Increment • No of innovators identified; No of awarded, /recognised; No of Supported, & # Increment • No of Entrepreneurs identified; No of awarded, /recognised; No of Supported, & # Increment • No of Student projects turns to (commercialize) Innovations • No of IPR based product/services generated and registration filed • No/% of in-house trained professional developed for advisory services & # Increment • No of Research Studies on Entrepreneurship published • No of Regional, National and International linkages established for the start-up & innovation • No/% Representatives of experts & entrepreneurial students across Dept & Disciplines. • No of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell • No of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell	60%	10%	20%	30%

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Activities (Input)	• 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 Interinstitutional, 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, tool kits etc. • Amount of total budget/year spend against total institution revenue for start-up • Budget allocation and Spend ratio for the startup mandate in institute	50%	10%	20%	20%

29/08/2021

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Date: 24/08/2021

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