



### **Innovation and Entrepreneurship (I &E) Cell Policy**

I & E cell was established in order to encourage students to build technology based businesses, support the student start-ups and create entrepreneurship culture in the institute.

#### **1. Selection of I&E-cell faculty members:**

I&E-cell team consists of 6 faculty members (one from each department) appointed by the Principal on recommendation from respective Heads of the Departments.

#### **2. Responsibility:**

- i. Planning of the activities is carried out at the beginning of each semester by conducting meeting of the faculty.
- ii. A calendar has to be prepared for all the activities.
- iii. All the planned events have a specific theme related to entrepreneurship.
- iv. Before each program, approval from the Principal is taken with proper budget (if any)

#### **3. Grooming/mentoring of team members:**

- i. I&E-cell strongly believes in growth of their own team members. A special team building workshop is organized every year exclusively for I&E-cell team members. Also, I&E-cell team members get to attend all programs conducted (entrepreneurship, skill-based *etc*) which adds up to their own awareness and body of knowledge.
- ii. The objective of team building workshop is to bring old and new team members together, to make them understand the techniques to operate as a team by way of some case studies and personal experiences. Professionals from industry, entrepreneurs who have vast experience of leading large teams are invited as resource persons.

#### **4. Organizing activities:**

##### **4.1 Planning:**

- i. Activities are planned for a semester at the end of previous semester. Since Sri Venkateshwaraa College of Engineering and Technology is a host Institute of MSME, students are encouraged every year to participate in various ideathons and hackathons.



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- ii. Sri Venkateshwaraa College of Engineering and Technology has MoU with ATAL Incubation center and AIC-PECF and Pre-Incubation center of AIIRF-EDI, so students are encouraged to conduct events based on this.
- iii. Faculty members conduct a meeting for finalizing activities calendar. Each event is assigned a faculty member as in-charge.
- iv. Calendar is then sent to the Principal and the Dean of Academics for approval.
- v. After the approval, the calendar is shared with rest of the team.

#### 4.2 Execution:

- i. Faculty conduct a series of meetings prior to the event. Program flow, responsibilities of individual members, finance (if required), certificates *etc* are discussed well in advance with due permission from the Principal.
- ii. A pre-event meeting is organized where every member runs through their responsibilities.
- iii. Every event is recorded, photographs are taken and a brief report is written.
- iv. Appreciation and suggestions are given for the team by advisors and faculty members for future improvement. Feedbacks collected from participants.

#### 5. Finance:

- i. Students and faculty are encouraged to get Budget Proposal for organizing the program.
- ii. Receipts and vouchers of expenses are submitted to the accounts department for the purpose of audit.

#### 6. Incubation Center Permission

- The E&I-Cell is about to establish various Incubation Centers to support student startups by providing mentorship, resources, and funding opportunities.
- Students and faculty members will be encouraged to utilize the incubation space for prototyping, product development, and business scaling.

The E-Cell will continue to evolve, providing students with a structured platform to turn their ideas into successful ventures.



## Activities Conducted by Innovation Cell

**Dr.B.Magimai Raj-Head IEC and HOD**

**Date: 12.02.2025**

S. No	Activities	Date of Activity	Description of the Programme	Outcome / Takeaways
1	CII Project Innovation Contest	October 2023	Selected among the Top 10 projects at CII-Puducherry Innovation Contest 2023-2024.	Student's undergone boot camp training and had brain storming exercises to execute research projects.
2	PropelUp 2024 – Guest Lecture on Entrepreneurship	31 <sup>st</sup> August 2024	Insights on growing an entrepreneurial journey, organized by IWN.	Increased interest and participation in entrepreneurship activities.
3	World Entrepreneurs' Day Celebration	21 <sup>st</sup> August 2024	Entrepreneurial innovation strategies by Resource Person: Dr. B. Magimai Raj.	Session highlights the integration of engineering skills and research in entrepreneurial ventures. Role of entrepreneurs in generating job opportunities and fostering economic growth.
4	PropelUp 2024 – Starterpreneur Idea Pitching Event	July 2024	35 projects presented representing innovation from all departments.	Inspiring and improving the research knowledge among students.
5	IDEATHON 2024 – Fostering Innovation and Creativity	26July 2024	Encouraged innovation and impactful ideas among students.	Encouraging and engaging the students deeply into research academics and project exploration.
6	Session on 'Entrepreneurship' for First-Year Students	September 2024	Highlighted engineering integration in entrepreneurship and job generation.	Cultivating entrepreneurship attitude and research knowledge.
7	Conclave on 'Innovate and Invest in Yourself'	5th October 2024	Panel discussion on startups, funding agencies, and economic growth.	Importance of startups. Role of funding agencies and available resources for entrepreneurs

8	Two-Days Workshop on 'Entrepreneurship and Life Skill Education'	24th & 25th October 2024	Covered life skills, problem-solving, leadership, and teamwork strategies.	Imparting: Essential Life Skills, Entrepreneurial Mindset, Problem-Solving Strategies, Leadership and Teamwork Skills to the students.
9	MSME IDEA HACKATHON 4.0	November 2024	Submitted 223 ideas, 50 shortlisted, funding of up to ₹15 lakhs for selected ideas.	Expecting funding for student-led startups and innovative projects.
10	Guest Lecture on Problem Solving & Ideation at <b>Sri Venkateshwaraa Dental College</b>	November 2024	Expert session on structured problem-solving approaches and ideation techniques By Resource Person: Dr. B. Magimai Raj.	Enhanced understanding of identifying and solving real-world problems systematically.
11	Visit to Umagine-TN Startup Summit	January 2025	Students from SVCET visited the Umagine-TN Startup Summit held at Chennai Trade Centre, Nandambakkam, Tamil Nadu.	Exposure to the latest startup ecosystem, networking with industry experts, and understanding emerging business trends.
12	Guest Lecture on The Future of Entrepreneurship – Skills Required for the Next Decade.	February 2025	A session by the Founder of Sukham Handmade, focusing on future entrepreneurship trends, essential skills, and strategies for success in the evolving business landscape.	Understanding emerging entrepreneurial trends, required skill sets for the next decade and strategies to adapt to changing business environments.
13	AICTE IDEA LAB SCHEME (2024-2025)	January 2025	Establishment and execution of IDEA LAB under AICTE funding scheme with the value of ₹ 1.1 crore	Setting up a well-equipped innovation-driven IDEA Lab under AICTE funding of ₹1.1 crore.
14	Visit to IIT Madras Research Park	January 2025	Exposure to advanced manufacturing, automation, and prototyping technologies. Interaction with IITM experts and researchers for knowledge sharing.	Gained insights into establishing an IDEA Lab and Center of Excellence. Explored opportunities for collaborative research, internships, and innovation projects.

**Details Enclosed**

# CII Project Innovation Contest –October 2023

## Team Achievement

- Selected among the **Top 10 projects** at **CII-Puducherry** in the **Innovation Contest 2023 - 2024**.
- Represented innovation and excellence in engineering and project design.



# PropelUp 2024 – Guest Lecture on Entrepreneurship (31st August 2024)

## Organized By:

- Innovation and Entrepreneurship Cell, in association with Indian Women Network (IWN).

## Event Theme:

- Growing Your Dream: An Entrepreneur's Journey.



# World Entrepreneurs' Day Celebration on 21<sup>st</sup> August- 2024

## Event Details

- **Theme:** *Innovate and Fuel Your Future*
- **Resource Person:** **Dr. B. Magimai Raj**, *Head, Innovation and Entrepreneur Cell, SVCET.*
- **Key Takeaways**

Insightful session highlighting:

- **Entrepreneurial Innovation**
- Strategies to **shape future careers** through entrepreneurship.



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**PropelUp** 2024  
Fueling Entrepreneurship

**"World Entrepreneurs' Day 2024"**

Insight session on  
**"Innovate and Fuel your Future"**

**RESOURCE PERSON**  
**Dr. B. MAGIMAI RAJ**  
Head-Innovation and Entrepreneur cell,  
SVCET

Date: 21.08.2024 | Time : 3.00 pm  
Venue: 4th floor PG seminar hall, SVCET

# PropelUp 2024 – Starterpreneur Idea Pitching Event

## Event Overview

- **Jury:** Mr. R. Karthick, CEO, Annamalai Innovation & Incubation Research Foundation – EDII, Annamalai University.

## Key Achievements

- Total Projects Presented: **35** Representing innovation from all departments.





# IDEATHON 2024 – Fostering Innovation and Creativity

## Organized By:

- Research, Innovation, Collaboration, and **Entrepreneurship Cell**

## Key Highlights

- Focus: Encouraging innovative and impactful ideas.
- Objective: Promote a culture of creativity and entrepreneurship among students.



The poster for IDEATHON 2024 features the college logo and accreditation marks (ASRI, NAAC, ISO) at the top. The main title 'IDEATHON - 2024' is prominently displayed, followed by the date 'GRAND FINALE ON 26<sup>th</sup> JULY 2024'. It includes sections for 'Instructions' (open to all students, any number of ideas, team size up to 4) and 'Timeline' (submission by July 12th, pitching on July 19th). The event is organized by the RICE Center. A QR code is provided for submitting ideas, and winners are promised cash prizes.

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# IDEATHON - 2024

GRAND FINALE ON 26<sup>th</sup> JULY 2024

**Instructions**

- ▶ Open to all the students of SVCET
- ▶ Any number of Ideas can be submitted
- ▶ Team size: Individual or maximum 4 members per team

**Timeline**

- Last date for Idea Submission: 12<sup>th</sup> July 2024
- Idea Pitching: 19<sup>th</sup> July 2024

**ORGANIZED BY**

**Research, Innovation, Collaboration and Entrepreneurship (RICE) Center**

**SUBMIT YOUR IDEAS**

WINNERS WILL BE AWARDED WITH CASH PRIZES

SCAN HERE



# Session on "Entrepreneurship" for First-Year Students on September 2024

- **Speaker: Dr. B. Magimai Raj**, *Head, Innovation and Entrepreneur Cell, SVCET.*
- **Role of Engineering in Entrepreneurship:** Session highlights the integration of engineering skills and research in entrepreneurial ventures.
- Critical role of entrepreneurs in generating job opportunities and fostering economic growth.



# Conclave on "Innovate and Invest in Yourself" on 5<sup>th</sup> October 2024

- **Organized By:**

Innovation and Entrepreneurship Cell, SVCET, in collaboration with **Indian Women Network (IWN)**.

## Key Highlights

- **Panel Discussion:** Shared insights on entrepreneurial journeys, challenges.
- **Emphasis:** Importance of startups in driving economic growth.
- **Topics Covered:** Role of funding agencies and resources for entrepreneurs.



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# PropelUp 2024

Fueling Entrepreneurship

**INNOVATION AND ENTREPRENEURSHIP CELL**  
In Association with  
**INDIAN WOMEN NETWORK (IWN)**  
Organizes  
**CONCLAVE ON**  
**"INNOVATE AND INVEST IN YOURSELF"**

THE RESOURCE PERSONS

**Kamil Kamra**  
Co-founder and Project Lead,  
Kochi Innovations Pvt Ltd.

**Surya M Rajendran**  
Assistant Director & Project Manager  
IIT Madras

**Dr. Kavipriya Outtamane**  
Director  
IIT Madras

05.10.2024 10.30 A.M VIRCHOW HALL, SVGI.

# Two-Day Workshop on "Entrepreneurship and Life Skill Education"

## Event Details

- **Organized By:** Innovation and Entrepreneurship Cell, SVCET
- **In Association with:** **Nikhil Foundation** conducted for all PG and UG First year students.
- **Date & Venue:** 24th & 25th October 2024, 9:30 AM to 4:30 PM.

## Workshop Highlights

- Sessions were conducted by **S. Nagalingam IRS, Former Assistant Commissioner, office of the Assistant commissioner of GST, AMP&CEX along with five resource persons** across multiple classrooms.
- Covered key aspects such as: **Essential Life Skills, Entrepreneurial Mindset, Problem-Solving Strategies, Leadership and Teamwork Skills.**



## MSME IDEA HACKATHON 4.0

- Our institution actively participated in the **MSME Idea Hackathon 4.0**.
- We submitted an impressive total of **223 innovative ideas**.
- Out of these, **50 projects were shortlisted** by the expert committee of **ATAL PECF** and submitted for the final result.
- The selected Ideas will receive funding of up to a **maximum of ₹15 lakhs** & incubation support under the Ministry's MSME Innovative Scheme (Incubation Component) for nurturing and development of Idea into prototype.



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MINISTRY OF

**MICRO, SMALL & MEDIUM ENTERPRISES**



**MSME IDEA HACKATHON 4.0**

# Guest Lecture on "Problem Solving and Ideation"

Date: 29th November 2024

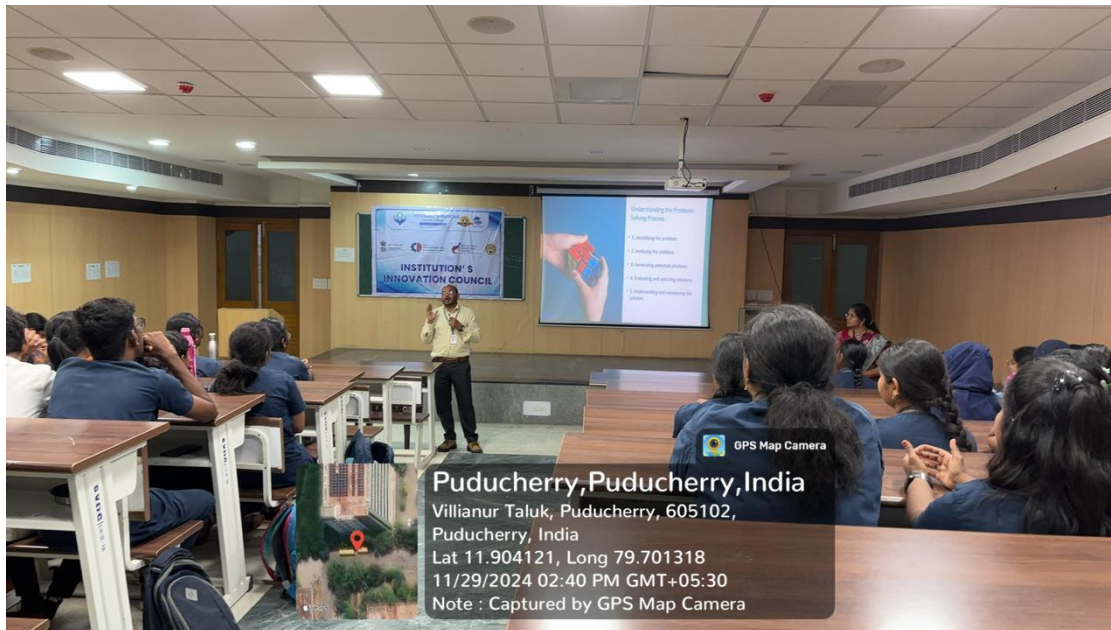
organized By: Institution's Innovation Council, Sri Venkateshwaraa Dental College.

## Key Highlights:

**Understanding Problem-Solving:** Discussion on structured approaches to identifying and solving problems effectively.

**Ideation Techniques:** Explored various ideation methods to foster creativity and innovation in professional settings.

**Interactive Session:** Engaged students in discussions and activities to enhance critical thinking skills.



# Visit to Uimage-TN Startup Summit

Date: 10th January 2025

Organized By: **Innovation and Entrepreneurship Cell, SVCET**

## Key Highlights:

**Exposure to Startup Ecosystem:** Students explored the latest innovations and entrepreneurial opportunities.

**Networking Opportunities:** Interaction with startup founders, angel investors, and venture capitalists.

**Exhibitions & Showcases:** Exploration of cutting-edge technologies and startup solutions.



# Guest Lecture on "The Future of Entrepreneurship – Skills Required for the Next Decade"

## Event Details

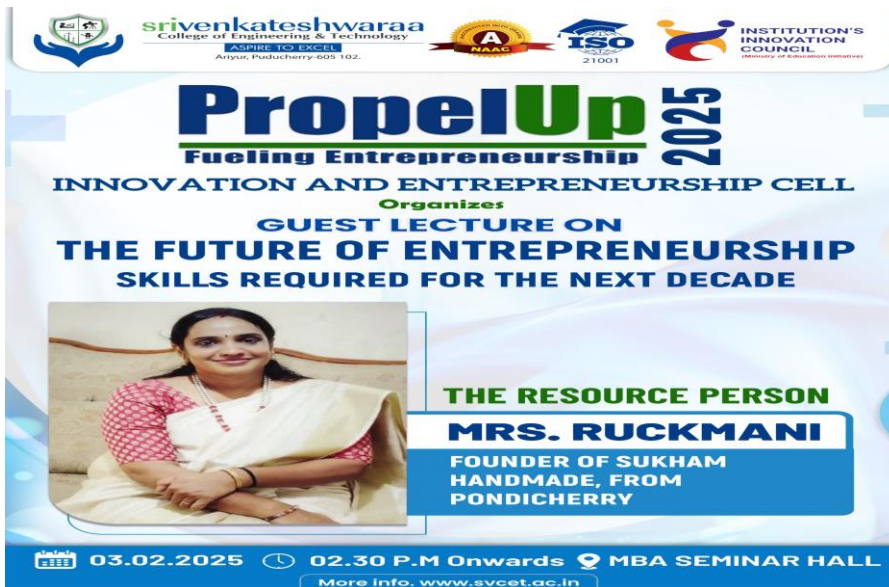
Date: 3rd February 2025

Organized By: Innovation and Entrepreneurship Cell, SVCET

## Key Highlights:

Expert Insights: Mrs. Ruckmani, Founder of Sukham Handmade, shared her entrepreneurial journey.

Interactive Session: Engaged students in a Q&A session, providing real-world perspectives on entrepreneurship.



The poster is for an event titled "PropelUp 2025: Fueling Entrepreneurship". It is organized by the Innovation and Entrepreneurship Cell. The main theme is a guest lecture on "The Future of Entrepreneurship: Skills Required for the Next Decade". The featured speaker is Mrs. Ruckmani, the founder of Sukham Handmade from Pondicherry. The event is scheduled for 03.02.2025, starting at 02.30 P.M. onwards, in the MBA Seminar Hall. The poster includes logos for Srivenkateshwarraa College of Engineering & Technology, NAAC, ISO 21001, and the Institution's Innovation Council.

**PropelUp 2025**  
Fueling Entrepreneurship

INNOVATION AND ENTREPRENEURSHIP CELL  
Organizes  
GUEST LECTURE ON  
**THE FUTURE OF ENTREPRENEURSHIP**  
SKILLS REQUIRED FOR THE NEXT DECADE

**THE RESOURCE PERSON**  
**MRS. RUCKMANI**  
FOUNDER OF SUKHAM  
HANDMADE, FROM  
PONDICHERRY

03.02.2025 02.30 P.M Onwards MBA SEMINAR HALL  
More Info. [www.svcet.ac.in](http://www.svcet.ac.in)





# Visit to IIT Madras Research Park

Date: 31st January 2025

Organized By: **Innovation and Entrepreneurship Cell, SVCET**

## Key Highlights:

Exploring Research & Innovation Ecosystem: gained insights into advanced research and technology incubation.

Interaction with IITM Experts: Discussions on best practices for setting up an IDEA Lab and Center of Excellence at SVCET.

