



*Affiliated to Anna University, Chennai/ Approved by AICTE, New Delhi
All Eligible Courses Accredited by NBA / NAAC "A" GRADE / ISO 9001-2015 Certified*

16.07.2022

Vision/Goal of I&E Policy & Action Plan

1. The I&E policy set vision and set directional support to HEIs. It aims at adopting innovative and entrepreneurial strategies and approaches at all level of HEI to establish, streamline and strengthen the I&E ecosystem to generate quality innovations and entrepreneurs.
2. 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.
3. 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, handholding 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 an 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.

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)		
						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.	Start Up	A Webinar on Startups in Private and Public Sector	%	40%	RS. 80,000	55%	60%	70%
	Innovation	Innovative ideas to build projects	%	40%		55%	60%	70%
	Start Up	How to Plan for Startups - legal and ethical steps	%	40%		55%	60%	70%
	Start Up	Internship at start up	%	40%		55%	60%	70%
Objective 2: To Develop a critical mass of motivated students & faculties with creative potential, and entrepreneurial orientation & skill set.	Entrepreneurship	Motivational session by successful Entrepreneur/ startup founder	%	45%	RS. 90,000	60%	65%	70%
	Critical And Design Thinking	Workshop on Design Thinking, critical Thinking	%	45%		60%	65%	70%

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)		
						Year 1	Year 2	Year 3
		and innovative design						
	Entrepreneurship	Workshop on Entrepreneurship Development Phases	%	45%		60%	65%	70%
	Entrepreneurship	Entrepreneur's Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs	%	45%		60%	65%	70%
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.	Innovation	Workshop on Entrepreneurship and Innovation as career opportunities	%	40%	RS.85,000	50%	55%	65%
	Entrepreneurship	Mentorship session for Innovators or student Entrepreneurs through experts	%	40%		50%	55%	65%

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)		
						Year 1	Year 2	Year 3
	Entrepreneurship	Entrepreneurship and Innovation as Career Opportunities	%	40%		50%	55%	65%
	Innovation	"Factors Influencing Innovation	%	40%		50%	55%	65%
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.	Incubation Facilities	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre/ Co-working spaces	%	40%	Rs. 1,00,000	55%	65%	75%
	Innovation	Workshop on Prototype/Process Design and Development - Prototyping	%	40%		55%	65%	75%

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)		
						Year 1	Year 2	Year 3
	Preincubation	Session/ Workshop on Business Model Canvas (BMC)	%	40%		55%	65%	75%
	Incubation	Business Plan/Prototype Competition to Invite Innovative Business Models from Students	%	40%		55%	65%	75%
Objective 5: To strengthen the intra and inter-institutional partnership and collaboration with ecosystem at different level and co- creation of new program interventions.	Startup	Interactive Session/Mentoring Session with "Successful Start- up founders" (Entrepreneurs in Campus)	%	40%	Rs. 80,000	50%	55%	65%
	IP Ecosystem	Workshop on Intellectual Property Rights (IPRs) and IP management for start up	%	40%		50%	55%	65%

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 Measure ment (KPIs)	Current Status (Baseline Value)	Budget Allocation /Collaboration (Resource/Source)	Annual Targets (Process/Output)		
						Year 1	Year 2	Year 3
	Startup	Webinar On Startup Ecosystem In India	%	40%		50%	55%	65%
	IPR/Innovation	Session on identifying Intellectual Property component at the early stage of Innovation	%	40%		50%	55%	65%



A. Kalaiarasi

Dr.A.KALAIARASI
DEPUTY DIRECTOR - ETBI
SRI SHAKTHI INSTITUTE OF ENGINEERING & TECHNOLOGY
COIMBATORE - 641062