



R.M.K. ENGINEERING COLLEGE

INNOVATION & STARTUP POLICY

Vision

To make R.M.K. Engineering College as an one of the Indian Innovation Hub and the most preferred destination for Start-ups by 2025

Mission

To generate, support and cultivate a vibrant Start-up ecosystem in R.M.K. Engineering College resulting in innovation and entrepreneurship driven employment and economic growth.

Short term Objectives

Encourage, facilitate and support development of at least 10 technology start-ups in R.M.K. Engineering College

Long term Objectives

Extend a dedicated support to at least 05 Indian high growth start-ups developing innovative technology solution for high social impact in sectors like sanitation, food, clean energy, healthcare, education, etc

1. Committee Members

Sl.No.	Name	Position
1.	Dr.K.A. Mohamed Junaid Principal, R.M.K. Engineering College	President
2.	Dr.N.M. Jothi Swaroopan Professor/ R.M.K. Engineering College	Convener
3.	Dr. K.K.Sivagnana Prabhu Placement officer/ R.M.K. Engineering College	Coordinator
4.	Dr.M. Somasundaram Professor/ R.M.K. Engineering College	Innovation Ambassador

5.	Dr.B. Jaison Associate Professor/ R.M.K. Engineering College	Innovation Ambassador
6.	Mr. P Ravi Kumar Kamachi Group- Kamachi Industries Limited	Industrialist
7.	Er.P.K.Hari, Director, Big Foxx Branding & Technology, Chennai	Entrepreneur
8.	Dr. Sudhir Varadarajan , Dean (Design, Innovation, Incubation), IIITM	Incubation Service
9.	Mr. O. Prasad Roa Deputy Controller, IP India, Govt. of India	Patent Expert
10.	Mr. Vishnuvardhan J VATIO Energy India Pvt. Ltd.	Alumni/Start-up
11.	Mr. G. Marimuthu Asst. Professor/ R.M.K. Engineering College	Entrepreneur
12.	Dr. Padmavathy T V Professor/ R.M.K. Engineering College	Entrepreneur
13.	Dr. Y. Sukhi Professor/ R.M.K. Engineering College	Entrepreneur

2. Policy Problem or Thrust Area

Sl.No.	Plan
1.	RMKEC Strategies & Governance for Promoting Innovation & Entrepreneurship
2.	Creating Innovation Pipeline and Pathways for Entrepreneurs
3.	Building Organizational Capacity, Human Resources and Incentives
4.	Collaboration Co-creation and Business Relationship and Knowledge Exchange
5.	Norms for Faculty & 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 RMKEC
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	<ul style="list-style-type: none"> •5% Increase in Self-Employment Rate •10 Established Start-ups 	<ul style="list-style-type: none"> •ARIIA, NIRF Rankings
Goal/Impact	<ul style="list-style-type: none"> •Enable Environment with multiple level of support for innovation & Entrepreneurship in R.M.K. Engineering College •5% of Graduate students will choose Entrepreneurship as career •10% of Student and Graduates Practice Entrepreneurship 	<ul style="list-style-type: none"> •Biannual Survey •ARIIA, NIRF Rankings
Outcomes	<ul style="list-style-type: none"> •50%of student & faculty mass with entrepreneurship Orientation •25% of Student & faculty motivated to start any entrepreneurial activity •10 of IPR/Innovations developed for commercialization •10 of Student/Early Stage Start-ups formed •25% of In-house Expert Capacity available for Advisory Services •25% of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs •Network Established with connecting multiple stakeholders & Ecosystem Enablers 	<ul style="list-style-type: none"> •Biannual Survey •Quarterly News Letter
Outputs	<ul style="list-style-type: none"> •50% of Student & faculty mass exposed to awareness/orientation building programs •50% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc. •500 of beneficiaries are accessing the infrastructure & facilities per day, month & Year •100 of innovators identified; 50 of awarded,/recognised; 50 of Supported •10 of Student projects turns to (commercialize) Innovations •28 of IPR based product/services generated and registration filed •25% of in-house trained professional developed for advisory services •10 of Research Studies on Entrepreneurship published •05 of Regional, National and International linkages established for the start-up & innovation •10% Representatives of experts & entrepreneurial students across Dept & Disciplines. •10 of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell 	<ul style="list-style-type: none"> •Biannual Survey •Monthly progress report

	<ul style="list-style-type: none"> •20 of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell 	
Activities	<ul style="list-style-type: none"> •10 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. •50 of workshops, awareness, market outreach events, orientation, advocacy meetings etc. •25 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized •10 of skill and competency development training programs/FDPs/EDPs organised •10 of research studies related to Entrepreneurship conducted •02 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. •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 	<ul style="list-style-type: none"> •Biannual Survey •Quarterly News Letter •Monthly progress report •Review Meetings

4. Tentative plan for the next 5 years

Sl.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/Ideation Workshop/ 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 – Motivational Speak - To be Share by Entrepreneurs	2/Year
5.	Product Development Phases - Story Telling - (Innovators in Campus)	2/Year
6.	National Conference on Start-up/Social Innovation & Entrepreneurship	1/Year
7.	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	1/Year
8.	Internship at Innovation & Start-up Centre/Start-ups/Incubation Unit etc. during Semester Break (Duration may vary from minimum 15 day)	2/Year
9.	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre	1/Year
10.	Business Plan Contest	2/Year
11.	Workshop on Business Model Canvas (BMC) and (or) Business Plan Competition to Invite Innovative Business Models from Students	2/Year
12.	One day workshop on “How to plan for Start-up and legal and Ethical Steps	2/Year
13.	Half day Interactive/online Session/Mentoring Session “Hangout with Successful Start-ups” (Entrepreneurs in Campus)	2/Year
14.	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	2/Year
15.	Field/Exposure Visit to Design Centre/Makers’ Space/Fab Lab/Prototype Lab/Tinkering Lab etc	1/Year
16.	Seminar on Accelerator/Incubation - Opportunity for Student Faculty - Early Stage Entrepreneurs	2/Year

17.	Seminar on Understanding Angel and Venture Capital Funding - What is there for Early Stage Innovator & Entrepreneurs	2/Year
18.	Bootcamp for Innovation product development	
19.	Innovation Day Celebrations(Birthday of Dr.APJ)	1/Year
20.	National Science Day	1/Year
21.	Workshop Funding Opportunities for Innovation and Entrepreneurship Development	1/Year
22.	RMKEC Hackathon(Software)	1/Year
23.	RMKEC Hackathon(Hardware)	1/Year
24.	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year
25.	Innovation and Entrepreneurship Annual Day	1/Year

5. Program Implementation-Using Problem Tree and Policy Logical Tools

