



Bhoj Reddy Engineering College for Women

(Sponsored by Sangam Laxmibai Vidyapeet, approved by AICTE & affiliated to JNTUH)

Vinaynagar, Santoshnagar Crossroads, Hyderabad 500 059, Telangana

Telephone: 040-2453 7282; Website: www.brecw.ac.in, Email: principal@brecw.ac.in

21 June 2021

INNOVATION & STARTUP POLICY

Vision

Bhoj Reddy Engineering College for Women innovative ideas of social relevance and there by introducing a culture of entrepreneurship inside campus which will strengthen our education system and there by promoting the national economical and social growth.

Mission

To develop an ecosystem with required infrastructure that can enable students and faculty to innovate and prototype their potential ideas with industrial standards and support from Government, industry and reputed academic institutions around the world and help them to realize their potentials”.

Short term Objectives

1. To help student groups to prototype their ideas.
2. To improve innovation, creative and design thinking among student community.
3. Incubation facility for faculty driven start-up and student/Alumni start-up.
4. Organize FDP, seminars, and workshops, distinguish talks for students, Faculty and Alumni and promote entrepreneurial culture.
5. Strengthen institute industry interaction cell activity and effectively use the outcomes for achieving the mission.

Long term Objectives

1. Associated with IIRS _ISRO Dept of Space, Oracle Academy, Unnata Bharat Abhiyan and other academic institutions & Entrepreneurship for transferring world class facilities at Bhoj Reddy Engineering College for Women.
2. Recover quality of research work among students and to attain publications that will help for next levels research work.
3. Run a platform for students to develop innovative products with global recognition and generate business opportunities.
4. Mou's and Tie up's with Companies for the benefits of student internships and student start-ups.
5. Feast awareness to students and faculty regarding IPR related activities.
6. Strategic company linkage with
 - (a) National Innovation Foundation (NIF) of India to acquiesce ideas and apply for schemes
 - (b) Acquire fund from AICTE for Entrepreneurship Development Cell

1. Committee Members

Sl. No.	Name of the expert	Role of the member
1	Dr. Gowtham Mamidisetti, Associate Professor, Department of CSE, Bhoj Reddy Engineering College for Women Santosh Nagar Crossroads, Vinay Nagar, Saidabad, Hyderabad, Telangana-500059. Email id: mamidisetti.gowtham@gmail.com Contact No: +91 9951444611	NISP Coordinator
2	Mr S K Vali Assistant Professor, Department of Electrical Electronics and Engineering, Bhoj Reddy Engineering College for Women Santosh Nagar Crossroads, Vinay Nagar, Saidabad, Hyderabad, Telangana-500059	Member
3	Ms G Sushma Assistant Professor, Department of Computer Science and Engineering, Bhoj Reddy Engineering College for Women Santosh Nagar Crossroads, Vinay Nagar, Saidabad, Hyderabad, Telangana-500059	Member
4	Ms M.K Mehveen Assistant Professor Department of Information Technology, Bhoj Reddy Engineering College for Women Santosh Nagar Crossroads, Vinay Nagar, Saidabad, Hyderabad, Telangana-500059	Member
5	Ms Uzma Nazneen Assistant Professor Department of Electronics Communication & Engineering, Bhoj Reddy Engineering College for Women Santosh Nagar Crossroads, Vinay Nagar, Saidabad, Hyderabad, Telangana-500059	Member

2. Policy Problem or Thrust Area

Sl. No	Plan
1	BRECW 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 BRECW
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 • 1 Established Start-ups 	It's been updating
Goal/Impact	<ul style="list-style-type: none"> • Enable Environment with multiple level of support for innovation & Entrepreneurship • 5% of Graduate students will choose Entrepreneurship as career • 10% of Student and Graduates Practice Entrepreneurship 	The process of this scenario will result
Outcomes	<ul style="list-style-type: none"> • 25% of student & faculty mass with entrepreneurship Orientation • 12% of Student & faculty are encouraged to start any entrepreneurial activity • 5 of Student/Early Stage Start-ups formed • 12% of In-house Expert Capacity available for Advisory Services • 12% of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs • Putting efforts for Network Established in connecting multiple stakeholders & Ecosystem Enablers 	<ul style="list-style-type: none"> ▪ Yearly Magazine will be available for the outcomes ▪ Monthly Meetings

Outputs	<ul style="list-style-type: none">•25% of Student & faculty mass exposed to awareness/orientation building programs•25% of Students covered through entrepreneurship Education; MOOC, Classroom, Experiential Learning programs etc.	<ul style="list-style-type: none">•Its been the regular activity taking place•Monthly Meetings
----------------	---	---

	<ul style="list-style-type: none"> •250 of beneficiaries are accessing the infrastructure & facilities per day, month & Year •25 of innovators identified; in which some of them are recognized and supported •5 of Student projects turns to (commercialize) Innovations •12% of in-house trained professional developed for advisory services • 5 of Research Studies will be move for publication •02 of Regional, National and International linkages established for the start-up & innovation •5% Representatives of experts & entrepreneurial students across Dept & Disciplines. •5 of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell •10 of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell 	
<p>Activities</p>	<ul style="list-style-type: none"> • Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. will be planned •25 of workshops, awareness, market outreach events, orientation, advocacy meetings etc. •12 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized •5 of skill and competency development training programs/FDPs/EDPs/Webinars will be planned • Research studies related to Entrepreneurship conducted • Putting for National and Regional award and campus Hackathon like events organized •Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc. • Consideration of funding will be available based on Management resources • Allocation and Spend ratio for the start- up is dependable of this institute 	<ul style="list-style-type: none"> •Biannual Survey •Monthly Meetings •Review Meetings

4. Tentative plan for the next 5 years

SI No	Activity	Frequency
1	One Day Workshop on "Entrepreneurship and Innovation as Career Opportunity"	1/Year
2	One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc	1/Year
3	Field/Exposure Visit to Village/Society /School/Industry/Market - Distinctiveness real Life Problem	1/Year
4	Special Talk on My Story - Entrepreneur's Life & Crossroad - Motivational Speak - To be Share by Entrepreneurs	1/Year
5	Creation Development Phases - Story Telling - (Innovators in Campus)	1/Year
6	National Conference/workshop 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	1/Year
9	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre	1/Year
10	Business Plan Contest	1/Year
11	One Day Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	1/Year
12	Field/Exposure Visit to Design Centre/Makers' Space/Fab Lab/Prototype Lab/Tinkering Lab etc.	1/Year
13	Seminar on Accelerator/Incubation - Opportunity for Student Faculty - Early Stage Entrepreneurs	1/Year
14	Seminar on Understanding Angel and Venture Capital Funding - What is there for Early Stage Innovator & Entrepreneurs	1/Year 1/Year
15	Boot camp for Innovation product development	1/Year
16	Innovation Day Celebrations (Birthday of Dr. APJ Abdul Kalam)	1/Year
17	National Science Day	1/Year
18	Workshop Funding Opportunities for Innovation and Entrepreneurship Development	1/Year
19	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year
20	Innovation and Entrepreneurship Annual Day	1/Year
21	Conducting of Hackathons	1/Year

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

