



MAHENDRA ENGINEERING COLLEGE

(Autonomous)

Accredited by NAAC 'A' Grade & NBA Tier-I (WA) UG: CSE,ECE,EEE

Mahendhirapuri, Mallasamudram, Namakkal Dt. - 637 503.



National Innovation Startup Policy for Students and Faculty Members

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1. ABOUT MAHENDRA ENGINEERING COLLEGE

Mahendra Engineering College was established in 1995 by Shri.M.G.Bharathkumar, a renowned educationist and a philanthropist with noble intent of educating the underprivileged in the Salem and Namakkal districts. The College is an Autonomous Institution and an ISO 9001:2008 certified institution. The College is offering 16 Undergraduate and 9 Postgraduate courses in Engineering. Here the Students are provided with unparalleled state of infrastructure, extremely committed and dedicated faculty that employs innovative learning techniques to create highly conducive environment. The technical knowledge gained by the Students is compliment by imbibing interpersonal skills and spirit of entrepreneurship that makes them competitive enough to face the global challenges and emerge as achievers. The Institute has established M-FIRST (Mahendra Foundation for Innovative Research in Science & Technology). The Institute has established 12 Centres of Excellence such as AI & ML, Catia Design, Labview, L&T Formwork, and Skill development with MSME, Centre for Innovation and Product Development etc. Each Department has an exclusive Student Club to promote Creativity, Innovation and organize several activities for Students.MBA Department actively coordinates Entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education which have been organized regularly using well defined evaluation parameters.

Students are encouraged to actively participate in Inspire programmes, EAPs, Design contests, Project exhibitions, etc. Awareness programmes on Patenting were organized in collaboration with Patent Office Chennai. Exposure of interested Students to Innovation and pre incubation activities at their early stage and to support the pathway from Ideation to Innovation to Market, mechanisms has been devised at Institution level. The Institute links the start-ups and companies with wider entrepreneurial ecosystem and by providing support to Students who show potential in pre-startup phase. Connecting Student entrepreneurs with real-life entrepreneurs will help the Students in understanding real challenges which may be faced by them while going through the Innovation funnel and will increase the probability of success. Stakeholder engagement has been given prime importance in the entrepreneurial agenda of the institute. Institutes found potential partners, resource organizations, micro, small and medium sized enterprises, social enterprises, schools, alumni, professional bodies and entrepreneurs to support entrepreneurship and co-design the programs. The Institute has developed a policy and guidelines for forming and managing the relationships with external stakeholders including private industries.

VISION

To be an internationally recognized institute for engineering education and research with ethical values.

MISSION

- To ensure the effective use of resources to mould the students as professionals and Entrepreneurs
- To enhance the industry- institute interaction for innovative technology practice
- To encourage the faculty members and students for advanced research
- To inculcate ethical values among the faculty members and students

2. PREAMBLE ABOUT INNOVATION STARTUP POLICY

The Mahendra Engineering College (MEC) Innovation and Startup Policy is for Students and faculty members of MEC, Namakkal. MEC Innovation and Startup Policy will enable the Institute to actively connect the Students, members of faculty and industries in innovation and entrepreneurship associated activities. This framework will also facilitate to bring clarity of MEC Startup policy, involvement of stakeholders, support and performance parameters enabling and creation of robust innovation and startup ecosystem in the Institute. This policy highlights the Institutional Infrastructure, practices for nurturing Innovations and Startups. It also elaborates Innovation pipeline and roadmap for Entrepreneurs at Institute Level, Learning pedagogy and Interventions for Entrepreneurship Development Collaboration. This policy will facilitate Intellectual Property ownership management, Technology licensing and Institutional Startup policy for promoting and nurturing innovation subject to periodical review and improvements.

3. MEC - NISPCOMMITTEE MEMBERS



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A UNIT OF MAHENDRA EDUCATIONAL TRUST

Dr. R.V.MAHENDRA GOWDA M.Tech., Ph.D.(IITD),
Principal

The NISP Implementation Committee is constituted as below:

Committee members	Description
Dr.R.V.Mahendra Gowda, Principal, Mahendra Engineering College, Namakkal	Parton of the Committee/ Academic Mentor
Dr.P.Umasankar, Professor/EEE, Mahendra Engineering College, Namakkal	NISP Coordinator, Academic Mentor
Dr.V.Shanmugam, Dean (Student Welfare), Mahendra Engineering College, Namakkal	Committee Member / Academic Mentor
Dr.C.T.Sivakumar, Executive Officer, Mahendra Engineering College, Namakkal	Academic Mentor
Dr.N.Viswanathan, Professor and Head/ECE, Mahendra Engineering College, Namakkal	Academic Mentor
Dr.C.Dhavamani, Professor and Head/Aero, Mahendra Engineering College, Namakkal	Academic Mentor
Dr.K.Vidhya, Professor and Head/Civil, Mahendra Engineering College, Namakkal	Academic Mentor
Mr.L.S.Kannan, Joint General Manager, L&T Construction, Chennai	Industry Advisor
Dr. Vimalkumar Eswar Lal, Managing Director, Mangla Smart Energy Solutions Pvt. Limited, Tiruppur	Industry Advisor
Mr.Prince Chawhan, Founder, Khabai Tech, Bihar	Alumni Advisor
Institute Innovation Council Faculty and Student Coordinators	




Dr.R.V.Mahendra Gowda,
Principal,
Mahendra Engineering College, Namakkal
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4. STRATEGIES AND GOVERNANCE

MEC established of Innovation and Entrepreneurship Cell (IEC). An Innovation and Entrepreneurship Policy (IEP) has been framed to support the policy. This initiative has led to the development of a culture among our Students and members of faculty to adopt the entrepreneurship. Following steps have been taken to implement IEC policy.

- A dedicated Innovation and Entrepreneurship Policy with the specific objectives is in place to establish the I & E ecosystem.
- A minimum of 1% fund of the total annual budget of the Institution is being allocated for funding and supporting Innovation and Startups related activities.
- Initiation will be made for raising funds from diverse sources such as DST, DBT, MoE, AICTE, TDB, NSTEDB, Startup India, Invest India, MeitY, MSDE, and MSME to promote startup activities. Supporting the Innovation and entrepreneurship promoting activities.
- For supporting the Innovation and Entrepreneurship activities, it will be encouraged to approach private and corporate sectors to generate funds.
- IEC will organize programs such as Conferences, Seminars, Workshops to spread the awareness regarding importance of Innovation and Entrepreneurial activities across the institute.
- Idea to Product to Market strategy for startups which is a part of IEC policy document will be finalized on micro level on case to case basis.
- Strategic development of national/regional partnerships to enhance I & E activities.

5. NURTURING INNOVATIONS AND STARTUPS

MEC Incubation Centers will provide a facilitating environment for UG and PG, Students, Research Staff, Faculty Members and Alumni of MEC. All Students shall register in incubation center(s) regarding innovation / product development activities. Best Student Innovation Award and Best Mentor Award for Innovation will be initiated as per the Institute guidelines.

Inculcate the culture of Innovation and Entrepreneurship among the Students and Faculty Members through:

- Conducting orientation programs on success stories of the Innovators and Startups.

- Encouraging all the Students and Faculty Members to attend free International & National online programs related to I & E activities.
- Conducting Hackathons among Students community to increase awareness on Innovations and Startups.
- For writing proposals in the I & E areas the Institute is conducting summer camps, awareness programs and training sessions for the Students and Faculty Members.
- MEC Students will be permitted to undertake their Industrial training and Project work at our Incubation centers where additional facilities are available on nominal payment mode.
- MEC Students shall be given additional credits on successful development of the Prototype/Products in over and above the total program credits.

Engagement of Faculty in Startup, I&E activities

- The Faculty Members shall be involved as mentors to provide Technical expertise or know how, in I & E areas.
- Every Faculty Member may be encouraged to mentor at least one Startup or I & E activity.
- The Faculty Members who wish to involve in Startup on a part time basis can spend a week-end in the Startup/Incubator in addition to their teaching, research and other official activities.
- The Committee constituted for the purpose shall take decision in granting a Startup by assessing the proposal submitted indicating the interest/ feasibility/ innovation/ market potential etc. The Committee also will review the progress quarterly. Revenue generated in the startup company of MEC Faculty Member incubated at MEC shall be shared between Faculty Member and MEC-IIC in the ratio of 70 % and 30% respectively for duration as per Exit Policy.
- The reward system for the Faculty Members involved in Startup and I & E activities may include providing office and lab space for entrepreneurial activities, reduced teaching loads and awards.
- Faculty Members shall involve UG/PG Students, Research Scholars in activities of their Startup and I & E activities.
- Alumni Startup candidates will be selected by a committee based on the project submitted to the incubation Centre. The selected candidate will be required to function either full time or part time.

- Faculty Members/ Research Scholars/ Students shall register their company with due permission/information from/to MEC.

6. INSTITUTIONAL INFRASTRUCTURE FOR ENABLING STARTUPS

a. Initially Pre-incubation facility is created

- This is to be used by Students of MEC.
- Students are to be enrolled in Pre-incubation facility.
- Each Student has a Faculty member as Mentor.
- This is a support system for Students to “test” their ideas.
- They will be given 6 months time to validate their ideas.
- Pre-incubatees will get space in the incubator or any other department to establish proof of concept.
- Institute provides the seed money for the Innovative Ideas/ Projects.
- Pre-incubation Centre will be accessible to all interested Students and faculty members.
- Pre-incubation Centre to conduct “Ideation Camps/ Hackathons” at regular intervals to encourage Students to generate and nurture innovation.
- Pre-incubation period will be for a period of 6 months.

b. Incubation Centers

- After completing Pre-incubation phase, Pre-incubatee has to register as Incubatee in the Incubators.
- After their innovative ideas are validated, they can register as a Startup company.
- Upon admission in the Incubation Center, the following facilities will be offered to the incubate companies on chargeable basis as decided by the Institute:
 - Office space
 - Computers
 - Printer
 - Internet connection
 - Basic and advanced instruments of MEC
 - Document scanner
 - Library
 - Meeting and conference rooms with tele or video conferencing facilities

c. Mentoring and Advisory Services

- MEC-IIC will provide mentoring and advisory services to the students and incubatees.

- Specialized or experienced mentors will be made available to the incubatees to assist with particular strategies or to provide project oriented consultation.
- Institution will associate with professionals for accounting, IP, legal and related activities.
- MEC will create a database of mentors/experts.
- The Technical Mentor Committee will consist of experienced and qualified professionals from specific industry.
- **Start-up Phase:** Time bound approval of proposals would be given in 4 weeks to Innovators to demonstrate their product(s) as Pilot project.
- **Boot-up Phase:** Once the pilot study is successful, the MEC-IIC will approve companies to initiate product development.
- **Scale-up Phase:** The companies, which have successfully deployed their products in MEC-IIC, would then be given incentives as per the norms of SISP of MEC.
- **Commercialization Phase:** The Commercialization Partners Committee will have a team of executives, entrepreneurs and investors who will work closely with Startup team and help in making business plans, networking and marketing of the product(s). mentorship on technical issues.

7. PEDAGOGY

- a. All the Departments are advised to change the course curriculum aligned with the emerging technologies in the areas of Creativity, Innovation, Design Thinking, Entrepreneurship and Startup to support the requirements of the Industry.
- b. Experts from Industry may be leveraged to teach courses at incubators and the Institute.
- c. Inviting the National and International experts related to entrepreneurship on a regular basis to strengthen Startup efforts.
- d. Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, product development, social entrepreneurship, product costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.

- e. College Level Entrepreneurship Development Clubs (Boot-camps) shall be established through incubators to foster innovation and entrepreneurial spirit.
- f. Showcase for innovations done in the Institute.
- g. Host Startup related National/International level workshops and conferences to promote Innovation and Startups.

8. IP AND PRODUCT OWNERSHIP RIGHTS FOR TECHNOLOGIES DEVELOPED AT INSTITUTE

A separate IPR policy is in place for addressing the guidelines and issues regarding Product Ownership Rights for Technologies developed at Institute. Students who are developing and demonstrating proof of concepts of their ideas in minor and major project exhibitions, inter-institute competitions, Hackathons etc., are facilitated in Technology Business Incubator of MEC.

9. BIBLIOGRAPHY

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