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Date: 31/03/2022

Institute-Industry cell

The Principal is pleased to constitute a Students Counsellor's Committee with the following faculty members to build institute–industry collaboration for mutual benefits and to reduce the gap between industry expectations and academic offerings. The committee is informed to maintain the interaction with industry officials from time to time and put up files related to them effectively.

S.No	Faculty Members with designation	Position	Mail id	Mobile no
1	Dr. N.Deepakkumar HOD, Department of CSE	Convener	deepakkumarsvuphd@gmail.com	9705840995
2	B.Balakrishna Bharath Assoc. Professor of CE	Member	banubalakrishnabharath@gmail.com	8978975397
3	P.Ramanjaneyulu Assoc. Professor of EEE	Member	ramusrec@gmail.com	7569340960
4	I.S.Shabeerahmed Assoc. Professor of ME	Member	sresmech@gmail.com	9100361950
5	A.M.Gunasekhar Assoc. Professor of ECE	Member	Guna421@gmail.com	9700216650
6	G.Lakshmikanth Assoc. Professor of CSE	Member	svlakshmikanth21@gmail.com	6300146556
7	Dr.M.S.Vasu HOD of MBA	Member	Drvasums999@gmail.com	7330692733
8	T.Vishnuvardhan Reddy (Placement officer)	Member	Vishnu@sreerama.ac.in	9502175421

Copy to :

1. Chariman/Secretary/Director
2. CAO
3. Circulation to all committee members
4. Noticeboard
5. File.


PRINCIPAL
PRINCIPAL 31/03/22
SREE RAMA ENGINEERING COLLEGE
RAMIREDDY NAGAR
KARAKAMBADI ROAD, TIRUPATI-517 507



SREE RAMA ENGINEERING COLLEGE

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Institution Innovation and Start-up Policy

The Startup Policy of Sree Rama Engineering College will enable the Institution to actively engage students, faculty and alumni in entrepreneurship related activities. This framework will also define the parameters for the institution's startup policy, enabling the development of a strong ecosystem for innovation and start-ups throughout the institution.

1. PREAMBLE

The All India Council of Technical Education (AICTE) produced a Startup Policy document for AICTE approved institutions in November 2016 to address the need to instill an entrepreneurial culture and innovation in higher education institutions (HEIs).

A National Innovation and Start-up Policy (NISP) was developed in 2019 by the MHRD's (now Ministry of Education) Innovation Cell (MIC) as a framework for all HEIs. Sree Rama Engineering College has established a committee, and this policy statement is the result of the group's subsequent talks.

The institute has adopted the NISP to motivate students and research-oriented professors to engage in entrepreneurial and start-up-related activities. The policy intends to support, enhance, and rationalize the campus's innovation and entrepreneurship ecosystem.

Depending on the demands, the institute may periodically consider modifying it.



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2. VISION

To encourage student-driven inventions and start-ups and to involve teachers, students, and alumni in campus innovation and start-up activities.

MISSION

- to create, improve, and strengthen the campus's startup and entrepreneurial ecosystem.
- The ecosystem will be active for different stakeholders to play a key role in identifying, mentoring, nurturing the innovative and entrepreneurial potential of students, faculty and transforming them into start-up entrepreneurs by providing avenues of funding, investment opportunities and networking support to make the innovation and venture successful.

3. DEFINITIONS

“Institute” shall mean “Sree Rama Engineering College”.

“Policy” means Startup Policy.

“Faculty Member” shall mean a regular faculty member of Sree Rama Engineering College.

“Student” shall mean a full-time student studying at Sree Rama Engineering College.

“Startup” is an entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant as defined in Gazette Notification No. G.S.R. 127(E) dated February 19, 2019 or as per the prevailing notifications of the Government of India issued from time to time.

4. STARTUP POLICY FRAMEWORK

The Startup Policy of the Institute will work under the guidelines laid down by the apex body i.e. Institute Innovation Council (IIC)

4.1 FUNCTIONS OF THE STARTUP POLICY

- to carry out various innovation and entrepreneurship related tasks as directed by Central MIC in a timely manner.
- Organize periodic interactions / webinars / workshops / seminars/ with recognized and new age entrepreneurs, investors, professionals and create a mentor pool for student innovators. These sessions could be conducted on topics related to entrepreneurship, ideation, research, funding, packaging, feedback, marketing and advertising and government schemes for entrepreneurship.
- Linking with groups that promote entrepreneurship and with peers.
- MOUs with Governmental and non-governmental organizations for entrepreneurial support and knowledge exchange.
- To set up a separate fund in order to finance or invest in any new venture and setting up a Resource Mobilization Plan.
- Collaborate with other institutions to provide a PGDM in Entrepreneurship to the students and faculty.

4.2 OBJECTIVES OF THE STARTUP POLICY

- To create a vibrant start-up ecosystem to align itself with the major policy initiatives of Make in India, Stand-up India and Start-up India in our country;
- To set up incubator facilities, provide start-ups support such as mentoring, legal, financial, technological, intellectual property related information along with cost-effective infrastructural support and value-added services.
- To set up a forum to foster imagination, innovation and entrepreneurial skills among faculty and students.

- Helping entrepreneurs develop holistically with business acumen.
- Bring socio-economic change in the region by finding innovative solutions to the daily met problems.
- Aim for developing entrepreneurial excellence at the Institute Level.

4.3 APPLICABILITY OF THE START UP POLICY

This policy applies to any person who receives any direct or indirect benefit under the programme as per the provision of the Startup Policy-

- The institutes' faculty and students
- All alumni of the Institute as decided by the IIC Members of the institute.
- Any other person approved by the IIC Members of the institute.
- Further the council would also look to invite outside inventors/entrepreneurs to start their ventures as long as the members of the institute will benefit from it. This could work with the institute becoming an investor in the venture or looking at 2-9% equity share in the start-up.

5. NORMS FOR STARTUP

Process for application for research and innovation and start-up benefit:

The innovator / promoters / founders will have to apply at the initiation stage. After the initial screening and eligibility review, applicants would have to submit a proposal consisting of preliminary evaluation criterion like:

- Comprehensive Business Plan containing business overview, goods and services, milestones and timelines, growth and marketing plan, analysis of the market, risk and competition, sales model, organizational structure, criteria for financing and estimated financials.
- Applicants can include any additional data as they believe will assist in evaluating their proposal.
- A Review committee will be set up by the IIC council of the institute. The committee will be responsible for a number of initiatives as mentioned below.

- The Business Plan will be screened by the Institute Review Committee based on the document submitted, to determine the suitability of the proposal for further assessment.
- The review committee shall then carry out a thorough review, including financial and technical due diligence of the proposal, for the assessment of the proposal.
- Post approval and implementation, the ownership of the venture will be decided. The institute can look at the below options:
 - 1) Keeping ownership with the original founders
 - 2) Collecting royalty for the invention
 - 3) One time transfer fees for the venture.

6. INCUBATION SUPPORT

The institute will focus on providing incubation support to the start-up ventures of faculty, students and alumni. This incubation centre will be for both pre and post incubation stages of the venture. Further the below incubation support will be provided:

1. Training and mentorship support to all new innovators/promoters/founders. Monitoring and mentoring will be provided to ventures outside the institute as well but a chargeable fee.
2. An incubation cell will be set up to provide pre-incubation and post-incubation support.
3. Faculty, students and alumni will be encouraged to use the infrastructure and facilities of the institute to work on their start-ups.

7. STUDENT SUPPORT

Students and faculty will be encouraged to work towards their ideation and setting their new ventures. The below benefits will be offered to the students who are working on their respective start-ups.



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1. Students will be given concessions with attendance if they are working on start-ups post approval of the Review committee. These students will be allowed to attend exams without the standard cut-off attendance required.
2. Students who are working on their start-ups will be given the option of working on their start-ups during their mandatory internships/ projects. This is provided they have conducted the necessary research and work for their start-up. Thus they will not be required to undergo the internship or organization study in another organization. Students will be encouraged to work on start-ups with an interdisciplinary and multidisciplinary approach.
3. Students will be given the option of using the institute address as their start-up address post approval of their start-up.

IIC Committee