



ERODE SENGUNTHAR ENGINEERING COLLEGE

(An Autonomous Institution)

Approved by AICTE, New Delhi, Permanently Affiliated to Anna University- Chennai,
Accredited by National Board of Accreditation (NBA), New Delhi &
National Assessment and Accreditation Council (NAAC), Bangalore with 'A' Grade

PERUNDURAI -638 057, TAMILNADU, INDIA.



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 (Base line Value)	Budget Allocation ⁿ /Collaboration (Resource/Source)	Annual Targets (Process/Output)		
						Year1	Year2	Year3
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	How to build an Innovative ideas	%	40%		55%	60%	70%
	Start Up	Legal and Ethical steps in Startups	%	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	Entrepreneurship	Motivational session by successful Entrepreneur/ startup founder	%	45%	RS. 90,000	60%	65%	70%



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entrepreneurial orientation & skill set.	Critical And Design Thinking	Workshop on Design Thinking	%	45%		60%	65%	70%
	Entrepreneurship	Workshop on Entrepreneurship Development Phases	%	45%		60%	65%	70%
	Entrepreneurship	Entrepreneur's Life & Crossroad – Motivational Speak	%	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	%	40%	RS.85,000	50%	55%	65%
	Entrepreneurship	Mentorship session for Innovators or student Entrepreneurs through experts	%	40%		50%	55%	65%
	Entrepreneurship	Entrepreneurship and Innovation as Career Opportunities	%	40%		50%	55%	65%
	Innovation	“Factors Influencing Innovation	%	40%		50%	55%	65%



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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%
	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%



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Annexure –2: Timeline and Progress Tracking Sheet

I&E Policy Objectives	Thrust Area	Planned Intervention: Program/Activities (Input)	Responsibility Unit/Dept./ Person Incharge	Annual Targets (Process/Output)			
				Year 1 Quarter 1	Year 1 Quarter 2	Year 1 Quarter 3	Year 1 Quarter 4
Objective 1: To establish institutional mechanisms, processes 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	Dr. G.S.Satheeskumar IIC-Coordinator				
	Innovation	Innovative ideas to build projects	Dr.T.S.Senthil, Startup-Coordinator				
	Start Up	How to Plan for Startups - legal and ethical steps	Dr. G.Sivakumar HoD/CSE Innovation Coordinator				
	Start Up	Internship at startup	Dr. P.G.Palanimani KAPILA Patent Funding Coordinator				
Objective 2: To Develop a	Entrepreneurship	Motivational session	Dr. R.Kalaivani Innovation Coordinator				



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critical mass of motivated students & faculties with creative potential, and entrepreneurial orientation & skill set.	Critical And Design Thinking	Workshop on Design Thinking,critical Thinking and innovative design	Dr. M.P. Thiruvenkatasuresh IIC Innovation Ambassador				
	Entrepreneurship	Workshop on Entrepreneurship Development Phases	Dr. S.Karthik, IIC Innovation Ambassador				
	Entrepreneurship	Entrepreneur's Life& Crossroad – Motivational Speak - To be Share by Entrepreneurs	Dr. M. Shyamala Gowri, IIC Innovation Ambassador				
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	Dr. S.Karthik, IIC Innovation Ambassador				
	Entrepreneurship	Mentorship session for Innovator or student Entrepreneurs through experts	Dr. R.Kalaivani Innovation Coordinator				
	Entrepreneurship	Entrepreneurship and Innovation as Career Opportunities	Dr. G.Sivakumar HoD/CSE Innovation Coordinator				
	Innovation	Factors Influencing Innovation	Dr. P.G.Palanimani KAPILA Patent Funding Coordinator				



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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	Dr. G.S.Satheeshkumar IIC-Coordinator				
	Innovation	Workshop on Prototype/Process Design and Development - Prototyping	Dr. M.P. Thiruvenkatasuresh IIC Innovation Ambassador				
	Pre incubation	Session/ Workshop on Business Model Canvas (BMC)	Dr. M. Shyamala Gowri, IIC Innovation Ambassador				
	Incubation	Business Plan/Prototype Competition to Invite Innovative Business Models from Students	Dr. T.S.Senthil Director-R&D				



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Annexure 3: List of Key Performance Indicators (KPIs)

a. Process KPIs

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Milestones/ Targets	Time Line			
			Y1	Y2	Y3	Y4
Vision	Increase in Self-Employment Rate among graduate students over years	75%	50%	55%	65%	75%
	No of Established Startups/Innovations	25	04	06	07	08
Goal/Impact	Enabling Environment Established with multiple level of support for innovation & Entrepreneurship in Institute					
	No of Graduate students choose Entrepreneurship as career & Increment/year	65%	30%	40%	50%	65%
	No of Student and Graduates Practicing Entrepreneurship & Increment/year	100	10	20	30	40
Outcomes	Nos of student & faculty mass with entrepreneurship Orientation, Increment/year	75%	50%	55%	65%	75%
	Nos of Student & faculty motivated to start any entrepreneurial activity & Increment	65%	30%	40%	50%	65%
	No of IPR/Innovations developed for commercialization & Increment/year	25	3	5	7	10
	No of Student/Early-Stage Start-ups formed & Increment/year	50	5	10	15	20
	No of In-house Expert Capacity available for Advisory Services & Increment/year	75%	50%	55%	65%	75%
	No of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs	75%	50%	55%	65%	75%
	Network Established with connecting multiple stakeholders & Ecosystem Enablers	75%	50%	55%	65%	75%
Outputs	No of Student & faculty mass exposed to awareness/orientation building programs	75%	50%	55%	65%	75%



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Annexure 4: List of Activities prescribed under IIC Calendar Activities

Our institution following the IIC calendar as per the guidelines MoE Institution innovation council.



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Institution's Innovation Council(IIC)

Academic Year 2021-22 Activities to be done

The Institution's Innovation Council (IIC) has announced the activities to be done for the academic year 2021-22 has listed below. This more important for the institution to participate and get more ranks in the NIRF and ARIIA. HOD's are instructed to complete the activities within the target date. Submit the details to the IIC Coordinator

S.No	Name of the Activity	Thrust Area	Dept. to complete the activity	Target date
ODD SEMESTER 2021-22				
1.	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Inspiration Motivation and Ideation	ED Cell	4 th week of Oct
2.	My Story - Motivational Session by Successful Innovators		Chemical	2 nd Week of Nov
3.	My Story - Motivational Session by Successful Entrepreneur/Startup founder.		II Council	3 rd week of Nov
4.	Session on Problem Solving and Ideation Workshop		CSE	4 th week of Nov
5.	Exposure and field visit for problem identification		IIP Cell	4 th week of Nov
6.	Pitching Event for Ideas Scouted & linkage with Innovation Ambassadors forMentorship support.		CSE	1 st week of Dec
7.	Developing Online Repository of Ideas Developed and Way forward plan		IT	2 nd week of Dec
8.	Workshop on Design Thinking, Critical thinking and Innovation Design		ECE	3 rd week of Dec
9.	Expert talk on "Process of Innovation Development & Technology Readiness Level (TRL)" & "Commercialation of Lab Technologies & Tech – Transfer		Mech	4 th week of Dec
10.	Workshop on Entrepreneurship Skill, Attitude and Behavior Development		EIE	1 st week of Jan

11.	Session on Achieving Problem-Solution Fit & Product-Market Fit		MBA	1 st week of Jan
12.	Field/Exposure Visit to Pre-incubation units such as Fab lab, Makers Space, Design Centers, City MSME clusters, workshops etc.		II Cell	2 nd week of Jan
13.	Pitching Event for PoCs developed & linkage with Innovation Ambassadors for Mentorship support.		EEE	2 nd week of Jan
14.	Developing Online Repository of Proof of Concepts (PoCs) Developed and Way forward plan		Civil	3 rd week of Jan

S.No	Day of Celebration	Date	Dept. to complete the activity	Target Date
1.	India Startup Day	01.10.2021	IT	01.10.2021
2.	National Innovation Day	15.10.2021	IIC	15.10.2021
3.	National Education Day	11.11.2021	IQAC	11.11.2021
4.	National Pollution Control Day	02.12.2021	Chemical	02.12.2021
5.	National Energy Conservation Day(India)	14.12.2021	EEE	14.12.2021
6.	National Science Day	28.01.2022	S & H	28.01.2022
7.	World Earth Day	22.04.2022	Civil	22.04.2022
8.	World Intellectual Property Day	26.04.2022	IIC	26.04.2022
9.	National Technology Day	11.05.2022	CSE	11.05.2022
10.	World Environment Day	05.06.2022	Civil	05.06.2022
11.	World Entrepreneurs Day	21.08.2022	EDC	21.08.2022

For more details contact Dr. G. S. Sathesh Kumar, AP/ECE

Principal