



Innovation, Startup & Entrepreneurship Policy

1. Introduction

CSSR & SRRM Degree & PG College (Autonomous), Kamalapuram is committed to nurturing innovation, creativity, and entrepreneurial mindsets among students and faculty in alignment with the **National Education Policy (NEP) 2020**. The institution recognizes innovation and entrepreneurship as key drivers of economic growth, employability, and societal development. This policy aims to promote incubation, startup culture, skill development, and industry collaboration within the campus ecosystem.

2. Vision

To create a vibrant innovation and entrepreneurship ecosystem that encourages students and faculty to develop innovative ideas, establish startups, and become job creators rather than job seekers.

3. Objectives

The key objectives of this policy are to:

- Promote innovation-driven learning and entrepreneurial thinking.
- Encourage students to develop startups and self-employment ventures.
- Establish incubation and mentoring support systems.
- Integrate entrepreneurship and skill development into the curriculum.
- Strengthen industry-academia collaboration.
- Support research, innovation, and commercialization of ideas.
- Align institutional practices with NEP 2020 and national startup initiatives.

4. Scope

This policy applies to:

- All students of UG and PG programmes.
- Teaching and non-teaching staff.
- Alumni interested in innovation and entrepreneurship initiatives.
- Startups incubated or supported by the institution.

5. Institutional Mechanism

5.1 Innovation & Entrepreneurship Cell (I&E Cell)

The college shall establish an **Innovation & Entrepreneurship Cell** under the supervision of the IQAC to plan, coordinate, and monitor entrepreneurship-related activities.

Functions of I&E Cell:

- Organize workshops, seminars, boot camps, and hackathons.
 - Promote startup awareness and innovation challenges.
 - Provide mentoring and guidance for business ideas.
 - Facilitate interaction with industry experts and entrepreneurs.
 - Support participation in national and state-level startup programs.
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6. Incubation & Startup Support

- The college shall encourage the establishment of an **Incubation Support System** (physical or virtual).
 - Students with innovative ideas will receive:
 - Mentorship support
 - Access to basic infrastructure
 - Guidance on business models, IPR, and funding
 - Collaboration with external incubation centers, MSMEs, industries, and government agencies will be promoted.
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7. Skill Development & Capacity Building

In alignment with NEP 2020, the institution will:

- Integrate entrepreneurship, innovation, and startup-related courses into the curriculum.
 - Offer value-added courses on:
 - Entrepreneurship Development
 - Design Thinking
 - Financial Literacy
 - Digital Skills
 - Leadership and Communication
 - Encourage experiential learning through projects, internships, and field exposure.
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8. Research, Innovation & IPR Support

- Faculty and students will be encouraged to convert research outcomes into innovative products or services.
 - Awareness programs on **Intellectual Property Rights (IPR)**, patents, copyrights, and trademarks will be conducted.
 - Support will be provided for filing IPR through appropriate channels.
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9. Industry Collaboration & Networking

- The college will establish MoUs with industries, startups, incubation centers, and entrepreneurship organizations.
 - Alumni entrepreneurs will be engaged as mentors and resource persons.
 - Students will be encouraged to participate in national initiatives such as innovation challenges, ideathons, and startup competitions.
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10. Funding & Resource Mobilization

- The institution will guide students and faculty in accessing funding opportunities from:
 - Government schemes
 - Startup India initiatives
 - Banks and financial institutions
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11. Monitoring & Evaluation

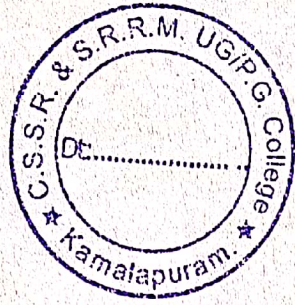
- The Innovation & Entrepreneurship Cell shall submit annual reports to IQAC.
 - Performance indicators include:
 - Number of startups initiated
 - Innovation projects undertaken
 - Skill development programs conducted
 - Student participation and outcomes
 - Continuous review will ensure improvement and effectiveness.
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12. Expected Outcomes

- Enhanced entrepreneurial mindset among students.
 - Increased student-led startups and self-employment opportunities.
 - Improved employability and skill competencies.
 - Stronger innovation culture on campus.
 - Contribution to local and regional economic development.
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13. Policy Review

This policy shall be reviewed periodically by the IQAC and Governing Body to ensure alignment with NEP 2020, UGC guidelines, and emerging national priorities.



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PRINCIPAL
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