



# MCKV INSTITUTE OF ENGINEERING

(An Autonomous Institute under UGC Act 1956,  
Approved by AICTE & affiliated to MAKAUT)

(243, G.T.Road (N), Liluah, Howrah-711204, Ph.2654 9315/17)



## INNOVATION & STARTUP POLICY

### Vision

“To cater the needs of young student entrepreneurs with 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. Associate with DST, CII, MSME and other academic institutions for transferring world class facility for MCKVIE IEDC activities.
2. Improve quality of research work among students and to attain patent which can be commercially used in production.
3. Provide a platform for students to develop innovative products with global recognition and generate business opportunities.
4. Generate revenues through consultancy work and student start-ups.
5. Spread awareness to students and faculty regarding IPR related activities.
6. Strategic partnership linkage with
  - (a) Entrepreneurship Development Institute of India(EDII), Ahmedabad
  - (b) National Innovation Foundation (NIF) of India to submit ideas and apply for schemes
  - (c) Procure fund from AICTE for Entrepreneurship Development Cell
  - (d) Commencement of Masters/MBA programs in Entrepreneurship

## **1. Committee Members**

| <b>Sl No</b> | <b>Name</b>  | <b>Role</b> |
|--------------|--|-------------|
| 1            | Prof. (Dr.) Debapriya De, Dean (Research & Consultancy), MCKVIE    | Chairman    |
| 2            | Prof. (Dr.) Ranjib Biswas, Dean (Academics), MCKVIE                | Member      |
| 3            | Prof. (Dr.) Arun Kumar Jalan, Dean (Student Affairs), MCKVIE       | Member      |
| 4            | Mr. Sandeep Dutta, Head–Training & Placement Cell, MCKVIE          | Member      |
| 5            | Ms. Jayanti Mahata, Assistant Prof, Dept of IT, MCKVIE             | Member      |
| 6            | Mr. Soutrik Bose, Assistant Prof, Dept of ME, MCKVIE               | Member      |
| 7            | Mr. Soham Lodh, Assistant Prof, Dept of ECE, MCKVIE                | Member      |
| 8            | Mr. Diptayan Bhattacherryya , Assistant Prof, Dept of HSS, MCKVIE  | Member      |
| 9            | Mr. Animesh Talapatra, Assistant Professor, Dept of AUE, MCKVIE    | Member      |
| 10           | Dr. Tamal Roy, Assistant Prof, Dept of EE, MCKVIE                  | Member      |
| 11           | Mr Sourav Ghorai, Assistant Prof, Dept of BSC, MCKVIE              | Member      |
| 12           | Mr. Sumit Majumdar, Assistant Prof, Dept of CSE, MCKVIE            | Member      |
| 13           | Dr. Shyama Prasad Chowdhury, Sr. Data Scientist, IBM India PVT Ltd | Member      |

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| 14 | Mr. Sreyans Jain, Director, Sliced Mango, Kolkata                      | Member   |
| 15 | Prof. (Dr.) Amit Phadikar, Prof, Dept of IT & NISP Coordinator, MCKVIE | Convener |

## 2. Policy Problem or Thrust Area

| Sl. No. | Plan   |
|---------|--|
| 1       | MCKVIE 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 MCKVIE                   |
| 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  |
|-------------------------|--|---|
| <b>Vision</b>           | <ul style="list-style-type: none"> <li>•5% Increase in Self-Employment Rate</li> <li>•5 Established Start-ups</li> </ul>   | <ul style="list-style-type: none"> <li>• ARIIA,</li> <li>NIRF Rankings</li> </ul>                           |
| <b>Goal/Impact</b>      | <ul style="list-style-type: none"> <li>•Enable Environment with multiple level of support for innovation &amp; Entrepreneurship in MCKVIE</li> <li>•5% of Graduate students will choose Entrepreneurship as career</li> <li>•10% of Student and Graduates Practice Entrepreneurship</li> </ul>                                   | <ul style="list-style-type: none"> <li>•Biannual Survey</li> <li>• ARIIA,</li> <li>NIRF Rankings</li> </ul> |
| <b>Outcomes</b>         | <ul style="list-style-type: none"> <li>•25% of student &amp; faculty mass with entrepreneurship Orientation</li> <li>•12% of Student &amp; faculty motivated to start any entrepreneurial activity</li> <li>•5 of IPR/Innovations developed for commercialization</li> <li>•5 of Student/Early Stage Start-ups formed</li> </ul> | <ul style="list-style-type: none"> <li>Biannual Survey</li> <li>•Quarterly News Letter</li> </ul>           |

|                   |   |  |
|-------------------|---|--|
|                   | <ul style="list-style-type: none"> <li>•12% of In-house Expert Capacity available for Advisory Services</li> <li>•12% of Satisfaction over Advisory services offered to Innovators &amp; Early Stage Entrepreneurs</li> <li>•Network Established with connecting multiple stakeholders &amp; Ecosystem Enablers</li> </ul>  |  |
| <b>Outputs</b>    | <ul style="list-style-type: none"> <li>•25% of Student &amp; faculty mass exposed to awareness/orientation building programs</li> <li>•25% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc.</li> <li>•250 of beneficiaries are accessing the infrastructure &amp; facilities per day, month &amp; Year</li> <li>•50 of innovators identified; 25 of awarded,/recognised; 25 of Supported</li> <li>•5 of Student projects turns to (commercialize) Innovations</li> <li>•5 of IPR based product/services generated and registration filed</li> <li>•12% of in-house trained professional developed for advisory services</li> <li>•5 of Research Studies on Entrepreneurship published</li> <li>•02 of Regional, National and International linkages established for the start-up &amp; innovation</li> <li>•5% Representatives of experts &amp; entrepreneurial students across Dept &amp; Disciplines.</li> <li>•5 of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell</li> <li>•10 of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell</li> </ul> | <ul style="list-style-type: none"> <li>•Biannual Survey</li> <li>•Monthly progress report</li> </ul>   |
| <b>Activities</b> | <ul style="list-style-type: none"> <li>•5 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc.</li> <li>•25 of workshops, awareness, market outreach events, orientation, advocacy meetings etc.</li> <li>•12 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized</li> <li>•5 of skill and competency development training programs/FDPs/EDPs organised</li> </ul>  | <ul style="list-style-type: none"> <li>•Biannual Survey</li> <li>•Quarterly News Letter</li> <li>•Monthly progress report</li> <li>•Review Meetings</li> </ul> |

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|--|--|--|
|  | <ul style="list-style-type: none"> <li>•5 of research studies related to Entrepreneurship conducted</li> <li>•01 of national and regional award and campus Hackathon like events organized</li> <li>•Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc.</li> <li>•1% of total budget/year spend against total institution revenue for start-up</li> <li>•Budget allocation and Spend ratio for the start-up mandate in institute</li> </ul> |  |
|--|--|--|

#### 4. Tentative plan for the next 5 years

| Sl. 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 – Identity real Life Problem                   | 1/Year    |
| 4       | Special Talk on My Story - Entrepreneur’s Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs | 2/Year    |
| 5       | Product Development Phases - Story Telling - (Innovators in Campus)  | 2/Year    |
| 6       | National Conference/workshop on Start-up/Social Innovation & Entrepreneurship                                  |           |
| 7       | Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs         |           |
| 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 |
| 15 | Bootcamp for Innovation product development  |        |
| 16 | Innovation Day Celebrations( Birthday of Dr.APJ)   | 1/Year |
| 17 | National Science Day   | 1/Year |
| 18 | Workshop Funding Opportunities for Innovation and Entrepreneurship Development                                       | 1/Year |
| 19 | MCKVIE Hackathon   | 1/Year |
| 20 | Short Term Training course on Innovation /Start-up & Entrepreneurship  | 1/Year |
| 21 | Innovation and Entrepreneurship Annual Day   | 1/Year |

### 5. Program Implementation-Using Problem Tree and Policy Logical Tools

|   |                               |
|---|-------------------------------|
| <p>“To cater the needs of young student entrepreneurs with 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”</p>   | <p>} Vision</p>               |
| <ol style="list-style-type: none"> <li>1. Associate with DST, CII, MSME and other academic institutions for transferring world class facility for MCKVIE IEDC activities.</li> <li>2. Improve quality of research work among students and to attain patent which can be commercially used in production.</li> <li>3. Provide a platform for students to develop innovative products with global recognition and generate business opportunities.</li> <li>4. Generate revenues through consultancy work and student start-ups.</li> <li>5. Spread awareness to students and faculty regarding IPR related activities.</li> <li>6. Strategic partnership linkage with             <ol style="list-style-type: none"> <li>(a) Entrepreneurship Development Institute of India(EDII), Ahmedabad</li> <li>(b) National Innovation Foundation (NIF) of India to submit ideas and apply for schemes</li> <li>(c) Procure fund from AICTE for Entrepreneurship Development Cell</li> <li>(d) Commencement of Masters/MBA programs in Entrepreneurship</li> </ol> </li> </ol> | <p>} Long Term Objectives</p> |

