



MEASI Institute of Information Technology

MEASI IT INNOVATION AND START UP POLICY

Vision of the Institution:

To be a renowned Technological Institution that provides transformative education catering to the needs of the society by creating innovative software professionals with high degree of technical creativity and inculcating students with the necessary skills.

Our Mission

- ❖ To provide the right ambience and opportunities for the students to make them creative, talented, competent, committed and contemplative professionals.
- ❖ To equip the graduates with the necessary ICT skills in communication, team work and leadership qualities to meet the needs of the IT sector.
- ❖ To educate students to be successful, ethical and effective problem-solvers and life-long learners who will contribute positively to the economic well-being of our nation.
- ❖ To provide exceptional ICT Courses, creating research opportunities that empowers the students in building individual capacities to foster community growth.

Objectives of the Policy

- a) To foster a culture of innovation, incubation, and entrepreneurship among students and faculty members.
- b) To establish a vibrant innovation and entrepreneurial ecosystem on campus that promotes start-up incubation and knowledge transfer.
- c) To develop the skills required by students and faculty members for creating innovative products, services, processes, and technologies.
- d) To facilitate the incubation of start-ups by students and faculty members within the college campus.
- e) To establish an Innovation Lab and provide the necessary facilities for pre-incubation, incubation, and start-up development on campus.
- f) To provide financial support for start-up initiatives.
- g) To promote the effective utilization of internal resources and institutional expertise.
- h) To encourage the institution's alumni to initiate and support start-up ventures within the campus ecosystem.
- i) To facilitate patent registration and other intellectual property activities for students and faculty members.
- j) To strengthen innovation and entrepreneurship education by integrating relevant courses across various disciplines.
- k) To collaborate with government agencies such as MSME, corporate organizations, and research institutions to enhance innovation and entrepreneurship initiatives on campus.
- l) To recognize and celebrate the achievements of students and faculty members in the fields of innovation and entrepreneurship.

Short - Term Plans (Within One Year):

Plan of Action:

Sno	Action Plan	Requirements
1	Foster a positive attitude towards innovation, start-ups, incubation, and entrepreneurship among students and faculty members.	Awareness creation

Plan of Action: Long - Term Plans (Within Five Years):	2	Organize workshops, training programmes, conferences, and seminars to promote an entrepreneurial culture within the institution.	Resource persons required facilities
	3	Integrate an Innovation, Start-up, Incubation, and Entrepreneurship toolkit into the institution's website homepage to showcase its initiatives and achievements in entrepreneurial development.	College website
	4	Implement the MEASI IT Innovation and Startup Policy through the active participation of students and faculty members.	Entrepreneurship education and cre of necessary facilities
	5	Provide two additional academic credits to students who initiate and establish a start-up venture during their course of study.	Facilitate curric planning, develop and approval thr the College
	6	Allocate a dedicated annual budget to support innovation and entrepreneurship activities	Management app and action
	7	Strengthen and streamline documentation processes.	Planning, review, analysis by the MEA Innovation and Sta Policy Committee IIEC Team
	Action Plan		Requirements
1	Provide support and infrastructure required for pre-incubation and incubation activities.		Physical space and essential utilities.
2	Encourage and support students and faculty members in filing patents for their innovative research and inventions.		Awareness and training on Intellectual Property Rights (IPR).
3	Promote interdisciplinary research and publications in the areas of innovation, start-ups, and entrepreneurship among students and faculty members.		Create awareness among researchers across various departments.
4	Encourage students and faculty members to pursue short-term courses on innovation, entrepreneurship, and venture development through recognized online learning platforms.		Access to online learning platforms such as NPTEL, SWAYAM, edX, and Coursera.
5	Provide business incubation facilities, mentoring support, and networking		Physical space, basic utilities, infrastructure and

	opportunities to nurture entrepreneurs	other essential resources.
6	Award additional academic credits to students undertaking start-up ventures, subject to approval by the respective departments and the Academic Council.	Facilitate discussions and secure necessary approvals from the respective departments and the Academic Council for implementing the credit provision.

Members of the Policy Drafting and Implementation Team

1. Dr. M. Usha (President & Director Of IIEC)
2. Dr. M.D Vimala Priya (Vice President)
3. Mr. M. Anees Ahmed (Coordinator - IIEC)
4. Mr. Bhaskar Vetrivel (Placement Officer)

OFFICIALS		
1	Dr. M. Usha Director	President & Director Of IIEC
2	Dr. M.D Vimala Priya Associate Professor & HOD	Vice President
3	Mr. M. Anees Ahmed Assistant Professor	IIEC - Coordinator
4	Dr. Revathi M Associate Professor	NIRF Coordinator
5	Ms. Saistha N Assistant Professor	Convenor
INNOVATION CELL		
1	Mr. A.K. Mohamed Ghouse Assistant Professor	Innovation Activity Coordinator
2	Mr. M. Anees Ahmed Assistant Professor	Coordinator - IIEC & IPR Activity Coordinator
3	Mr. MD Rauf Ur Rahman Assistant Programmer	Member
START UP AND INTERNSHIP CELL		
1	Dr. Sabarish M	Startup Activity

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2	Dr. Vijayalakshmi J Assistant Professor		Internship Activity Coordinator
SOCIAL MEDIA			
1	Mr. Habib MD.Afzal Bijli Assistant Professor		Social Media Coordinator
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3	Ms. Nida Fathima Communication Trainer		Member
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REPRESENTATIVE FROM INDUSTRY			
1	Mr. Yoosuf Mohamed MEASI Institute Of Information Technology		Industry Expert Advisor
2	Mr. Muthukumar Singaram Cognizant		Expert Industry Association
3	Mr. Syed Sufiyan KLA Corporation		Innovation & Entrepreneurship Advisor
4	Mr. Madhavan A Quant5X		Industry Innovation Advisor
5	Mr. Harish A Surfboard Payments		Industry Innovation Advisor

STUDENT COORDINATORS			
1	Prince Antony S (II MCA)		Innovation Activity Coordinator
2	Leena Bushra K (II MCA)		IPR Activity Coordinator
3	Sarah Samrin D (II MCA)		Internship Activity Coordinator
4	Mohammed Kaif H		Start-Up Activity

Benchmark – KPI Monitor & Evaluation

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Milestones / Targets
Vision	Expected percentage increase in the self-employment rate among graduates over the years	75%
Goal / Impact	Number of start-ups / innovations expected to be established	25
Goal / Impact	Establishment of an enabling environment conducive to innovation and entrepreneurship within the college	100%

Goal / Impact	Expected percentage of graduates who would choose entrepreneurship as a career by the end of the academic year	65%
Outcomes	Percentage of students and faculty members to be provided with entrepreneurship training	50%
Outcomes	Percentage of students and faculty members to be provided with entrepreneurship orientation annually	50%
Outcomes	Percentage of students and faculty members motivated to initiate entrepreneurship activities	25%
Outcomes	Number of IPRs / innovations to be developed for commercialization per year	10
Outcomes	Establishment of early-stage start-ups by students / staff	25
Outcomes	Availability of expert guidance and advisory support for innovation and entrepreneurship	100%
Outcomes	Establishment of a network of stakeholders and enablers	75%

Outputs	Percentage of students and faculty members provided with awareness / orientation on innovation and entrepreneurship	75%
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Regular Activities of IIEC

Semester I			
Quarter 1			
Sl. No.	Activity	Thrust Area	Threshold No of Activities Required to Conduct/Quarter
1	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Inspiration Motivation and Ideation	3 Numbers
2	My Story - Motivational Session by Successful Innovators		
3	My Story - Motivational Session by Successful Entrepreneur/Startup founder.		
4	Session on Problem Solving and Ideation Workshop		
5	Exposure and field visit for problem identification		
6	Pitching Event for Ideas Scouted & linkage with Innovation Ambassadors for mentorship support.		
7	Developing Online Repository of Ideas Developed and Wayforward plan		
Quarter 2			
1	Workshop on Design Thinking, Critical thinking and Innovation Design	Validation and Concept Development	3 Numbers
2	Expert talk on "Process of Innovation Development & Technology Readiness Level (TRL)" & "Commercialization of Lab Technologies & Tech-Transfer"		
3	Workshop on Entrepreneurship Skill, Attitude and Behaviour Development		
4	Session on Achieving Problem-Solution Fit & Product-Market Fit		
5	Field/Exposure Visit to Pre-incubation units such as Fab lab, Makers Space, Design Centres, City MSME clusters, workshops etc.		
6	Pitching Event for PoCs developed & linkage with Innovation Ambassadors for mentorship support.		
7	Developing Online Repository of Proof of Concepts (PoCs) Developed and Wayforward plan		
Semester II			
Quarter 3			
1	Workshop on Prototype/Process Design and Development - Prototyping	Validation and Innovation & Business Model Development	3 Numbers
2	Session/ Workshop on Business Model Canvas (BMC)		
3	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre		
4	Session on "How to plan for Start-up and legal & Ethical Steps"		
5	Workshop on Intellectual Property Rights (IPRs) and IP management for start up		
6	DemoDay/Exhibition/Poster Presentation of Business Plan/Prototype developed & linkage with Innovation Ambassadors for mentorship support.		
7	Developing Online Repository of Business Plan/Prototypes Developed and Wayforward plan		
Quarter 4			
1	Session on Innovation/Prototype Validation - Converting Innovation into a Startup (or) Session on Achieving "Value Proposition Fit" & "Business Fit"	Validation and Start-up Development	3 Numbers
2	Session on Accelerators/Incubation - Opportunities for Students & Faculties - Early Stage Entrepreneurs		
3	Organise Session on "Lean Start-up & Minimum Viable Product/Business"- Boot Camp (or) Mentoring Session		
4	Session on Angel Investment/VC Funding Opportunity for Early Stage Entrepreneurs		
5	Session/ Panel discussion with innovation and Startup Ecosystem Enablers from the region/state/national level		
6	DemoDay/Exhibition/Poster Presentation of Start-ups developed & linkage with Innovation Ambassadors for mentorship support.		
7	Developing Online Repository of Start-ups Developed/incubated and Wayforward plan		

Institutional Regulations for Start-Ups

Components	Institutional Norms
Who can initiate a start-up?	Faculty members, students, and alumni are eligible to initiate start-ups.
Other support from the institution	The institution shall provide access to infrastructure, laboratories, testing facilities, incubation support, and other resources required for start-up development.
Role of Faculty	Faculty members may undertake roles such as Board Director, Technical Advisor, CEO, or Marketing Manager, subject to institutional approval and a minimum commitment of two days per week.
Methodology	Start-ups shall preferably be incubated within the Institute. In exceptional cases, external incubation may be permitted with adequate justification and institutional approval.
Share Rules	Faculty and staff may hold up to 20% share in the profits while drawing their regular institutional salary, subject to the applicable 9.5% cap on company equity.

Date of Approval by the Management:

Date of Approval by the Academic Council:

Date of Approval by the Governing Body: