JOGINPALLY B.R. ENGINEERING COLLEGE

Accredited by NAAC B++, Recognized by UGC 2(f) Act.1956
Approved by AICTE & Affiliated to JNTUH, Hyderabad

Yenkapally (V), Moinabad (M), P.O. Himayathnagar, R.R. District, Hyderabad – 500 075.
Phone: 08413-235684, 235051, Tele Fax: 08413-235125
Website: www.jbrec.edu.in, e-mail: principal@jbrec.edu.in

INNOVATION & STARTUP POLICY

Vision

To make Joginpally BR Engineering College as one of the Indian Innovation Hub and the most preferred destination for Start-ups by 2025

Mission

To generate, support and cultivate a vibrant Start-up ecosystem in Joginpally BR Engineering College resulting in innovation and entrepreneurship driven employment and economic growth.

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. Companion with DST, CII, MSME and other academic institutions for transferring world class facility for JBREC activities.

2. Recover quality of research work among students and to attain patent which can be commercially used in production.

3. Run a platform for students to develop innovative products with global recognition and generate business opportunities.

4. Make revenues through consultancy work and student start-ups.

5. Feast awareness to students and faculty regarding IPR related activities.

1. Committee Members

Sl. No.	Name of the expert	Role of the member
1	Dr.V.Usha Shree, Principal, JBREC.	NISP President
2	Dr.R.Ravi Kumar, Associate Professor-EEE.	NISP Coordinator
3	Dr. T.V.S. Arun Murthy, Professor in Physics & Vice Principal.	Incubation unit coordinator
4	Dr. Naga Krishna Pusuluri, Associate Professor & HOD-MBA.	Innovation coordinator
5	Dr.B.Ravi Kumar, Professor in Mathematics.	Alumni entrepreneur coordinator
6	Dr. S.Sathish Kumar, Professor-EEE.	Innovation Ambassador
7	Mr.G.Naveen, Assistant Professor-EEE.	Innovation Ambassador
8	Dr. T. Mallikarjuna Raju, Associate Professor-MBA.	Patent coordinator
9	Dr.T.Prabakaran, Associate Professor-CSE.	Start-up policy coordinator
10	Dr S.M.K.M Abbas Ahmad, Professor-ECE.	IPR coordinator
11	Dr. G.VijayaKumar, Associate Professor-Mech.	Pre-incubation unit coordinator
12	Dr. D Magdalene Delighta Angeline, Associate Professor-CSE.	Start-ups founders coordinator
13	Mr.Hemanth C Surapaneni, Associate Professor-CSE.	Placement coordinator
14	Dr S.Prabhakara Rao, Professor-ECE.	Incubation unit coordinator
15	Dr.M.Giri, Associate Professor-CSE.	Pre-incubation unit coordinator
16	Dr-Hafeez Basha, CEO, CU-TBI, Advisor.	External
17	Mahesh CV, Lead Engineer/ GPM at HCL Technologies.	External
18	Mrs. Bobby Samaira, Senior HR business leader, Orbit shifters, LLC, Hyderabad.	External
19	Dr. Deepak John Mathew, Principal Design Investigator at DIC, HOD & Professor in Department of Design, IIT, Hyderabad.	External
20	Mr. Ramanujan K. S, Director IPR, Lakshmi kumaran & Sridharan Attorneys and Founding Director of Encompass Electronics Pvt Ltd,Hyderabad	External
21	Mr. Rajakumar, Founder and Chairman, Reverseurban Ecosystems Pvt Ltd, Hyderabad.	External
22	D. Basheer Ahmmed, Assistant Loco Pilot, Indian Railways.	Alumni entrepreneur
23	Velisetti Srinivasa Santosh, Senior Consultant Price Waterhouse Coopers.	Alumni entrepreneur
24	Mohammed Sajid,Data Engineering Consultant Accenture Solutions Pvt Ltd.	Alumni entrepreneur

25	Dr.Zahoorullah S MD,Incubation Manager ATAL Incubation Centre- ALEAP WE HUB Hyderabad	External
26	Dr. S.Sathish Kumar, Professor-EEE.	NISP Convener

2. Policy Problem or Thrust Area

Sl. No	Plan
1	JBREC 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
Vision	•5% Increase in Self-Employment Rate •5 Established Start-ups	• ARIIA, NIRF Rankings
Goal/Impact	•Enable Environment with multiple level of support for innovation & Entrepreneurship in MCKVIE •5% of Graduate students will choose Entrepreneurship as career •10% of Student and Graduates Practice Entrepreneurship	•Biannual Survey • ARIIA, NIRF Rankings
Outcomes	•25%of student & faculty mass with entrepreneurship Orientation •12% of Student & faculty motivated to start any entrepreneurial activity •5 of IPR/Innovations developed for commercialization •5 of Student/Early Stage Start-ups formed •12% of In-house Expert Capacity available for Advisory Services •12% of Satisfaction over Advisory services offered to Innovators & Early Stage Entrepreneurs •Network Established with connecting multiple stakeholders & Ecosystem Enablers	Biannual Survey •Quarterly News Letter
Outputs	•25% of Student & faculty mass exposed to awareness/orientation building programs •25% of Students covered through entrepreneurship Education; MOOC, Class Room, Experiential Learning programs etc.	Biannual Survey •Monthly progress report

	•250 of beneficiaries are accessing the infrastructure & facilities per day, month & Year •50 of innovators identified; 25 of awarded,/recognised; 25 of Supported •5 of Student projects turns to (commercialize) Innovations •5 of IPR based product/services generated and registration filed •12% of in-house trained professional developed for advisory services •5 of Research Studies on Entrepreneurship published •02 of Regional, National and International linkages established for the start-up & innovation •5% Representatives of experts & entrepreneurial students across Dept & Disciplines. •5 of Beneficiaries Referred to Incubators/investors for further support through Start-up Cell •10 of Beneficiaries generated under various schemes and programs leveraged and converged at Start-up Cell	
Activities	•5 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. •25 of workshops, awareness, market outreach events, orientation, advocacy meetings etc. •12 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized •5 of skill and competency development training programs/FDPs/EDPs organised •5 of research studies related to Entrepreneurship conducted •01 of national and regional award and campus Hackathon like events organized •Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc. •1% of total budget/year spend against total institution revenue for start-up •Budget allocation and Spend ratio for the start-up mandate in institute	•Biannual Survey •Quarterly News Letter •Monthly progress report •Review Meetings

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 – Distinctiveness real Life Problem	1/Year
4	Special Talk on My Story - Entrepreneur's Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs	1/Year
5	Creation Development Phases - Story Telling - (Innovators in Campus)	1/Year
6	National Conference/workshop on Start-up/Social Innovation &	1/Year

	Entrepreneurship	
7	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	1/Year
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	Boot camp for Innovation product development	1/Year
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	JBREC Hackathon	1/Year
20	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year
21	Innovation and Entrepreneurship Annual Day	1/Year
22	JBREC Hackathon(Software)	1/Year
23	JBREC Hackathon(Hardware)	1/Year

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