



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN,VANIYAMBADI

Recognised Under sec. 2(f) & 12(B) of the UGC Act, 1956 || Permanently Affiliated to Thiruvalluvar University
Re-Accredited by NAAC with "A" Grade (3rd Cycle) || An ISO 9001:2015 Certified Institution
Marudhar Nagar, Vaniyambadi - 635 751. Phone No. : +91 4174 224300, 225300



NATIONAL INNOVATION & STARTUP POLICY

VISION (NISP)

Marudhar Kesari Jain College for Women (MKJC) is committed to promote innovation, industrial spirit and entrepreneurship among their students and faculties and external participant by establishing and promoting start-ups and there by reduce dependency on job market, consequently making us Self reliance and self sufficiency. This innovation start-up will be the central for our future education system.

MISSION (NISP)

MKJC commits itself to technological excellence. Vision of MKJC NISP will be attained by multi-pronged approach. Policy document states the salient features of Institute start-up policy.

- Identify the students with entrepreneurial background and willing to have potential and independent career.
- Exposing all the students to industrial visit and exhibit them to the culture of industry.
- Invite entrepreneurs to educate students on entrepreneurship by conducting classes and lecture and to train student entrepreneurs.
- Conduct additional course on subject matter and to give adequate flexibility in academic activities for start-up.
- Technology and innovation will be the key consideration for all future performance evaluation.
- Inculcate Creativity, Innovation, Production based curriculum among students.

OBJECTIVES:

- Innovation Development
- Technology Commercialization



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SHORT-TERM GOALS:

- Developing critical thinking skills to motivate students and faculties with entrepreneurial abilities.
- Building Innovation and Incubation ecosystem by providing resources available at the Institute.
- In-house competency development to serve potentiality to the incubators.
- Strengthen the intra and inter institutional linkage with ecosystem enablers at different levels.
- Defining key performance indicators for Entrepreneurial Performance Impact Assessment.

LONG-TERM GOALS:

- Innovation and startup facilities on the campus.
- Academic courses offered by the institute on Innovation, IPR, Industry Institute Interaction and Start-ups.
- Obtaining scientific and technical patents by Incubators and Startups.
- Collaboration, Co-Creation and Technology Exchange and Commercialization.
- Creating societal, ethical and technological entrepreneurs through the nation.

DELIVERABLES:

- Inculcating awareness on Innovation and Start-ups among students and faculties
- Imparting education on Innovation and Entrepreneurship development
- Enterprise Support from Corporate Social Responsibility(CSR)
- Promoting active Research & Innovation

POLICY DOCUMENT (NISP)

Policy document of MKJC NISP is divided into following broad heading. However, they are overlapping and no strict division to be made

- Strategy for governance.
- Infrastructure and resource utilization.
- Supporting and Honouring Innovation.
- Ownership of technology.
- Moving forward and advancement
- Impact Creation and its measurement.



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1.Strategy and Governance:

Innovation and Entrepreneurship (I&E) will be the central Educational policy. All achievements in the institute will be measured by I&E. There is a paradigm shift and academic alone will not be the yardstick for the measurement and contribution to the institute. A bottom-up approach will be adopted for the implementation of NISP and is intended to promote participation of all stakeholders. Institute is committed to resource mobilization from internal and external sources. A single point mechanism is in the offing for quick decision making.

2.Infrastructure and Resources Utilization:

MKJC will facilitate utilization of its vast resources and further infrastructure will be added as needed.

3.Supporting and Honouring Innovation :

Work and creativity of innovators will be fully honoured by supporting it in different forms. Available infrastructure will be provided to the innovator for a nominal fee and taking equity in the venture. In addition space, machineries, seed fund, mentorship, legal support and support for account will also be provided.

For faculties, contribution to start-up will be considered as legitimate activity like any other academic contribution and will be accounted while evaluating annual performance. MKJC will also extend all help in marketing the products. However, institute will have immunity from liability accruing due to start-up activity.

4.Ownership of Technology :

If institute fund or facility is used substantially and an IPR is developed, it can be jointly owned by both. It can be jointly licensed to commercial organization. The IPR is entirely developed by innovator without using institute facility and time, then IPR will be owned by the innovator.

In the case of any dispute on ownership a committee will be constituted as per the norms suggested by MHRD and it will be resolved.



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5.Rewards :

All the stake holders and innovators will be rewarded for their successful start-up and innovation. Stake holders may be rewarded as guest teachers, fellowships, associates etc.

For student innovators reward can be in terms of scholarship, forgoing limits of attendance, exemption from class and lecture hours etc. They may also achieve credit for innovation and start-up and substitution of project and mini-project by start-up. In special case break-up in semester or year may be permitted. Start-up will be encouraged as career option, over and above placement.

6.Moving forward and Creation :

There is need for continuous advancement by fulfilling the aims and objectives of all stake holders. If needed a potential partners can be associated from among alumni, schools, professional bodies to carry forward the innovation and start-up. Bi-directional flows of knowledge are sought for the advancement. It can be achieved by net-working, collaboration or visits. Two way relationships between the stake holders and private organization are encouraged. Informal mechanisms such as clubs, social gatherings are encouraged with the aim of gaining maximum knowledge and exploitation of start-up.

7.Impact Creation and its Measurement :

The aim of Start-up is creation of job, economic growth and knowledge enhancement thereby leading to the prosperity of society. A mechanism will be created to measure these parameters as we move forward. Detailed key performance indicators will be worked out.

However, Institute ensures failure tolerance towards start-up by studying its impact assessment.