

# ***Saradha Gangadharan College***

[Accredited with B++ Grade by NAAC (CGPA 2.92) in Second Cycle;  
Affiliated to Pondicherry University;  
Recognized by UGC u/s 2(f) of the UGC Act 1956, as a PG Institution; ISO  
9001:2015 Certified Institution]

SARADHA GANGADHARAN COLLEGE is one of the reputed Co-Educational Institutions, established in the year 2001 with a visionary and missionary zeal. The propelling start of this institution opened the educational corridors to the peasant community of rural students in and around the Union Territory of Puducherry. The College, affiliated to Pondicherry University has 09 UG and 04 PG Programmes. Having a motto of "Empowering Exceptional Minds", the institution has set its well-defined goals and is marching towards educational excellence. The proof of its adherence to standard lies in the milestone achievement of having recognized by UGC under Section 2(f) of the UGC Act 1956 as PG Institution, NAAC Accredited Institute with B++ Grade in II Cycle and an ISO 9001:2015 Certified Institution during December 2020. The institution has got permanent affiliation for B.Com programme and qualified for recognition under 12(b) of the UGC Act 1956. In this regard, application has been submitted to UGC through proper channel. The College has carved a niche for itself among all stakeholders by providing a safe environment and merit based education through a supportive and visionary management. Committees like the Women Development Cell, National Service Scheme, Eco Club, and Women Empowerment and Sexual Harassment and Prevention cell instill a climate of security and equality on campus. The students are empowered through value based education, discipline and varied extension activities. The College supports acquisition of knowledge by students through emphasis on interactive and participative learning, peer learning, group learning, project, seminars and industrial visits. A distinctive feature of the College is the strong bond between teachers and students as evident from the interactions and feedback. The College is expanding the horizons of knowledge by networking itself with Industries and Higher Educational Institutions to provide a relentless pursuit of academic excellence through dedication and hard work. The college is a flare of hope for the deserving yet socially and economically challenged students, a policy that was envisioned by our beloved Founder.

# **Saradha Gangadharan College**

## **Innovation and Startup Policy**

### **Vision**

To attain competitive Prominence as an innovative educator, Centre of Excellence for Incubation and Start-ups Supports.

### **Mission**

- Establishing a Startup Hub Incubation Centre at Saradha Gangadharan College(SGC)
- Creating a sustainable ecosystem of Innovation, Research and Development at SGC.
- Enhancing the linkage between research institution, universities and business community.
- Promoting the academic and career growth of students by creating ethical values and social commitments towards sustainable development.

### **Objectives**

- To encourage students and faculty to bring innovative ideas to venture successful business startups.
- To motivate students for self employment by creating awareness on various enterprises.
- To attract the small scale investment into the incubation and create startup Ecosystem at SGC.
- To network the stakeholders and maximum industry academia linkages.
- To promote staff exchange programme to support innovation and development.
- To establish Technology Based Incubators(TBI) in each department of SGC to provide budding entrepreneurs all necessary infrastructure support and technology/prototype development support.

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### **Goals**

- To organize workshop related to Entrepreneurship Skills and Startup and Innovation importance.
- To establish Incubation Centre to accelerate the growth of new Entrepreneurs.
- Restructuring the innovative ideas into small scale Startup.
- To train the student towards Entrepreneurship, Startup and Self-Employment.
- To receive grants from funding agencies to support new Startups.

Sl No	Name	Designation
1	Dr. K. UTHAYASURIYAN, PRINCIPAL, SGC	CHAIRMAN
2.	KAMALAKANNAN.R ASSISTANT PROFESSOR DEPARTMENT OF INFORMATION TECHNOLOGY	CO-ORDINATOR AND CONVENOR
3.	Dr. K. ANURADHA, AP COMMERCE	MEMBER- STARTUP COORDINATOR.
4.	Dr. S.SANKAR, AP COMMERCE.	INNOVATION ACTIVITY COORDINATOR
5.	Mrs. S.NITHIYA HOD, COMPUTER SCIENCE	MEMBER-IPR ACTIVITY COORDINATOR
6.	DR.S. PARIMALA, AP MATHS	MEMBER – INTERNSHIP ACTIVITY COORDINATOR

- Basis. Minimum 1% fund of the total annual budget of the institution should be allocated for funding and supporting innovation and startups related activities.

### 3. Creating innovative pathways for entrepreneur at institutional level

- SGC ensures that students, faculty are exposed to innovation and pre-incubation activities. Career Development or Employability is the main part of institutional entrepreneurial agenda.
- The link between Incubation Centre and company is established to foster the integration of education activities with enterprise-related activities should be done.

### 4. Norms for faculty and students driven innovation and Startups.

- The norms are created to do startups for faculty and student. The faculty who hold the executive position for more than three months in a startup may avail sabbatical leave/leave without pay with approval of the committee.
- The faculty must not involve research staff or other staff engaged in academic projects of the institute in the activities of the startup.
- The students are allowed to earn academic credit on innovation prototypes and also avail a semester/year break to work on the startup and rejoin academics to complete the

program. The committee will review the startup and their progress made, the academic credits will be awarded. A faculty and students are allowed to use infrastructure and facilities available in the institution.

### 5. Collaboration, Co-operation, business relationships and knowledge exchange,

- SGC has team of potential partners, resource organization, MSME social enterprises, colleges, professional bodies and entrepreneurs to support entrepreneurship and co-design the program. This will create co-creation of bi directional flow of knowledge among the faculty and students. Te guidelines are developed for both internal and external stakeholders for managing the relationship among all( knowledge sharing through internship, Research Clubs, Research Exchange Program, Social Gatherings etc.,


### 6. Entrepreneurial Impact Assessment.

- Impact assessment for Pre-Incubation, incubation, entrepreneurship education is formulated with well-defined valuation parameters. The entrepreneurial assessment will be done by monitoring and evaluation of knowledge exchange initiatives and exchange of all departments and faculties in the entrepreneurial teaching and learning
- The support system provided and the number of startups created and the new business relationship established in the institute should be recorded and used for impact assessment. The key performance indicators are used to measure the entrepreneurial impact assessment.

#### Tentative Plan for the Next 5 Years

S.No	Activity	Frequency
1.	One Day Workshop on "Entrepreneurship and Innovation as Career Opportunity"	2/Year
2.	One Day Workshop on Problem Solving / Design Thinking / Ideation Workshop / Campus Hackathon etc	2/Year
3.	Field / Exposure Visit to Village /Society/ School/Industry/Market- Identity real Life Problem	1/Year
4.	Business Plan Context	2/Year
5.	Workshop on Business Model Canvas (BMC)	2/Year
6.	One day Workshop on how to plan for Start-up and legal and ethical steps	2/Year
7.	Half day Interactive Session "Hangout with Successful Start-ups"	2/Year
8	One day awareness session on IPR and IP Management for Innovation and Start-ups	2/Year
9	Field visit to design center/ Proto type lab/ Tinkering lab	2/Year

10	Boot Camp for Innovation Product Development	1/Year
11	Innovation day Celebrations	1/Year
12	National Science Day	1/Year
13	Workshop Funding opportunities for innovation and Entrepreneurship Development	1/Year
14	National Technology day	1/Year
15	National Energy Conservation Day	1/Year

  
KAMALAKANNAN.R  
ASSISTANT PROFESSOR  
NISP CO-ORDINATOR  
SARADHA GANGADHARAN COLLEGE

  
PRINCIPAL  
Dr. K. Uthayasuriyan, M.Com., M.B.A., M.Phil., Ph.D.,  
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