

**NAIPUNNYA BUSINESS SCHOOL  
PONGAM, KORATTY EAST  
THRISSUR 680308**

**INNOVATION AND ENTREPRENEURSHIP POLICY**

**Vision**

- To develop student entrepreneurs through an ecosystem of the college, which can enhance employment generation, strengthen the economy and wellbeing of society.
- Mission
- To create an entrepreneurship culture by mentoring, training support and conduct of entrepreneurship-oriented activities.

**Short term objectives**

1. To create awareness among students and make them aware about the market potential for various innovative products and services.
2. To develop the student's ability to identify potential opportunities and apply their entrepreneurial skills, managerial skills, and leadership skills.
3. To develop and promote an entrepreneurship culture in the college
4. To make the students aware about various opportunities and challenges related to Entrepreneurship.
5. To motivate students to start their own startups.

**Long term objectives**

1. To develop an incubation cell and to support entrepreneurship development for the community
2. To be a network provider with other startups/incubation cells for exchange of ideas, information, technology and expertise
3. To focus on innovative and patent products and services
4. To motivate students to start innovative businesses

**Selection Process of Students**

1. Students of the first and second year can enroll in the Entrepreneurship club.
2. A Faculty Member will be designated as the coordinator
3. Students have to create business plan
4. Competitions of business plan will happen twice in a year.
5. Students have to attend workshops, seminars and trainings connected with ED club.
6. The college will adopt the student for assistance or refer the student who approaches them to government start-up agencies.
7. The college will provide assistance to the student entrepreneur in the preparation of business plans including introducing the student entrepreneur to mentors/consultants to help them prepare the plan.

8. An expert committee attached to the college will then review the business plans/Product Idea submitted by the student entrepreneur. This expert committee consists of a minimum of 5 members including technical/domain expert, a finance expert, an Infrastructure expert, a marketing expert and business expert.
9. The student entrepreneur is invited to give a presentation to the expert committee for a thorough review of the business plan. If there are gaps in the business proposal, the committee recommend to provide all the necessary assistance in making the business plan fool proof to student centre. Once the committee approves the admission of the entrepreneur, the enterprise will be provided with all infrastructure facilities to start operations without delay and he will be connected to any of the DST Approved Incubators based on the area of operation of the company.

### **Performance Reviews**

The expert committee conducts annual, half yearly and quarterly reviews by evaluating the progress of the student entrepreneur on various areas and adequate corrective measure are advised to overcome the short falls.

### **Institution's Innovation and Start-up Council:**

1. Dr. Jacob P M, Director
2. Fr. Dr Paulachan K J, Management Representative
3. Fr. Jimmy Kunnathoor, Management Representative
4. Dr Benny, Industrialist
5. Ms. Nayana S, Convenor
6. Dr Joy Puthussery, External member
7. Dr Sabu Varghese, Patent coordinator
8. Dr Suraj S, Finance Advisor
9. Dr Nijo Varghese, Marketing Advisor
10. Ms. Jis Jose, Coordinator
11. Mr. Jasir, Coordinator
12. Fr Ajo Moothedan, Coordinator
13. Ms. Mercy Tom, ED club coordinator
14. Ms. Savitha, Office Assistance
15. Ms. Christeena Seby (Student coordinator)
16. Mr. Sarath (Student Coordinator)
17. Mr. Aravind (Student coordinator)
18. Ms. Afiya Yuns (Student coordinator)



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