



SREE AYYAPPA COLLEGE FOR WOMEN

(Re-accredited with B Grade by NAAC)

Chunkankadai, Nagercoil

Best Practice 1- Womenpreneurs

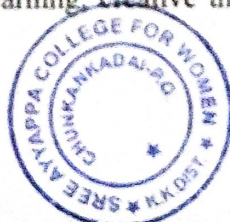
1. Title of the Practice - Womenpreneurs: Unleashing the Power of Female Entrepreneurs

2. Objectives of the Practice

- To establish innovation and entrepreneurial activities in the institution.
- To create an innovation hub for budding entrepreneurs and faculty.
- To create employment opportunities for students.
- To enhance the livelihood of marginalized female student community of our college and nearby community through our incubation centre.
- To organize business model canvas, boot camps, hackathons, creative idea pitching competitions.
- To build industry-academia interaction to catalyse innovation and sustainable ecosystem for entrepreneurship within campus.
- To foster entrepreneurship skills and to facilitate financial empowerment among students through the Institutional Innovation Council.

3. The Context

In today's higher education scenario, the focus is on promoting innovation and entrepreneurship. The promotion of innovation and entrepreneurship in colleges helps in developing creativity, reasoning, problem-solving, adaptive qualities, and skills needed in the present world. A complete ecosystem is required to foster the culture of Innovation from ideas generation to pre-incubation, incubation, and graduating from the incubator as a successful start-up. The key purpose of IIC is to tap out the start-up ideas of the students and to encourage a mindset of continuous learning, creative thinking, and increased innovation



among the student community. Establishing IIC in the institution leads to showcase entrepreneurial activities and achievements of our students to the national level. It serves as a platform for the students to establish ties with the industry and to learn from the inspiring stories of entrepreneurs.

4. The Practice

Our institution has established the Institution's Innovation Council (IIC) as per the norms of Innovation Cell, MoE, Govt. of India in September 2019. Since its inception, IIC has been consistently organizing training and interactive sessions on various topics related to innovation, entrepreneurship, and start-ups, like Problem Solving, Ideation, Design Thinking, Critical thinking and Innovation Design, IPR, planning for start-up, its legal and ethical steps, Prototype Validation, BMC, Idea Validation etc. Around 115 entrepreneurial activities were conducted by IIC from September 2019 to May 2023 related to entrepreneurial skill development, and hands-on training. Intending to encourage students to take up entrepreneurship, the Institute has established an in-house incubator, to provide an incubation-cum-entrepreneurial eco-system. The incubator provides a platform for students to develop their creative thinking and manufacture new products to address the challenges faced by the industry and society, and thus become future job providers. An automated Mushroom cultivation unit has been set up by the students to ensure the production of high-quality mushrooms. Students are trained in mushroom farming, and incubator provides technical support and seed funding to students to develop innovative mushroom food products, and other value-added products.

Student Orientation, Student Development, and Faculty Development Programmes are organized to encourage women's entrepreneurship. Entrepreneurship Boot Camps are conducted every year and our students have bagged prizes. IIC has signed eight MOUs with industry, NGO, and other organisations for internships, project works, training programmes, and outreach programmes. Training and exposure are provided to students to build confidence and prepare them for a career. IIC of our college has collaborated with StartupTN to conduct entrepreneurship boot camps and various Entrepreneurship development programmes. IIC has collaborated with EDII Tamilnadu for conducting awareness programmes on Tamilnadu Student Innovators Programme (TNSI). TNSI provides opportunity for students to present their innovative solutions to identified validated problem statements. The selected ideas are awarded with 1 lakh for further development to prototype.

An active Stitching Unit, *Fashion Hub*, an initiative by faculty and students to develop skills in tailoring and embroidery started in 2022. Workshops on Production of Soap



and Consumer Products, Toy Making, and Fabric Painting have been organized to provide students with hands-on training and to motivate them to become self-reliant and independent. As IIC is under the umbrella of MoE, our students get opportunities to participate in National and International level Hackathons and interact with eminent business personalities and academicians to enhance their entrepreneurial skills.

5. Evidence of Success

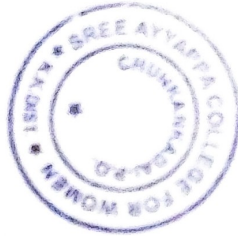
- The institution received Star Ratings of 3.5/5, 4/5, 3.5/5, and 3.5/5 for AY 2019-2020, 2020-2021, 2021-2022, and 2022-23 respectively for its performance from the MoE's Innovation Council.
- Recognized Mentor Institute under Mentor-Mentee scheme of IIC, MoE since September 2023.
- Seventeen faculty underwent Basic and Advanced level Innovation Ambassadors training conducted by MoE, IIC. They mentor and support students and faculties in innovative endeavours.
- Active "Fashion Hub".
- Received the best creative poster appreciation certificate and memento in the IIC Regional Meet-2022 held at Kochi.
- Certificate courses in Mushroom cultivation, Aari-work, and Fabric Painting.
- IIC provides the required infrastructure that enables students and faculty to develop innovative ideas and Business Model canvas, through incubation unit.
- Innovation initiatives like Experiential Boot Camp for Girl Students and Faculty to work on sustainable development goals for a better future.
- An exposure visit to Kanyakumari Parakkai Centre for Sustainable Aquaculture and Training on Preparation of Value-Added Fishery Products created awareness on initiating small-scale entrepreneurship among college girls.
- Conducted an Entrepreneurship Outreach Programme on Soap-making to self-help women enhancing their skills and motivating small-scale businesses with minimum capital requirements from within the comfort of their homes.

6. Problems Encountered and Resources Required

- Arranging funds for the growing startups is a pressing concern.
- The development and execution of the initiatives have to be done in tandem with the routine academic responsibilities of the staff. Hence, more projects will have to be



brought in by students and faculty, which can be performed as a part of the regular curriculum.



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9/2/24
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