IQAC Webinar Series

Webinar 5: Innovation and Entrepreneurship Ecosystem: The way forward
For faculty members of University departments

04th March 2021
MS TEAMS – “IQAC WEBINAR”

RESOURCE PERSONS
Prof. R. Saravanan
Director-CED
Dr. Sangeeta maini
Startup Analyst-CED

Organized by
INTERNAL QUALITY ASSURANCE CELL
Ph: 22357027, email: iqac@annauniv.edu
URL: www.annauniv.edu/iqac

ANNA UNIVERSITY
CHENNAI – 600025.
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</table>
The Internal Quality Assurance Cell organized Webinar titled “Innovation and Entrepreneurship Ecosystem: The way forward” on 4th March 2021 from 3.30PM to 5.00PM for the benefit of the faculty members of Anna University – University Departments. The invited speakers and their lecture topics are as follows:

**Talk – I**
- **Resource person**: Prof.R.Saravanan, Director-CED, Anna University, Chennai
- **Time**: 3:30PM – 4.00PM
- **Topic**: About CED and Makers Lab

**Talk – II**
- **Resource person**: Dr.Sangeeta maini, Startup Analyst-CED, Anna University, Chennai
- **Time**: 4:00PM – 4.45PM
- **Topic**: Innovation and Entrepreneurship Ecosystem: The way forward

**Q&A Session**: 4.45 – 5.00PM

The speakers made Power Point Presentations during the webinar through online mode using MS TEAMS virtual platform. Around 68 faculty members from the four campuses (CEG, MIT, ACT and SAP) of Anna University attended the webinar.

Prof. Kurian Joseph, Director-IQAC welcomed the gathering and outlined the need for Innovation and Entrepreneurship Ecosystem, from the perspective of quality improvement, ranking and accreditation. He thanked the speakers for readily accepting the invitation to present the webinar. Dr.S.Meena Kumari, IQAC – CEG Campus coordinator and the coordinator for the Webinar introduced the speakers to the audience.
The first speaker Prof. R. Saravanan, made his presentation highlighting the following points:

- Vision and Mission of CED
- Awareness on Entrepreneurship
- Incubation Facilities
- Fab Makers Lab of CED
- Training Programs at CED

The second speaker, Dr. Sangeeta maini made her presentation highlighting the following points:

- Paradigm shift to innovation
- Tamil Nadu Startup and Innovation Policy
- CED - Enabling Innovation and Entrepreneurship Ecosystem at Anna University
- Faculty: Scaling-up ambition
- CED ensuring a Plug-n-Play Infrastructure
- Drivers for scaling ambitions and startup
- Innovation and Entrepreneurship coursework and training
- Generation of Ideas
- Student Startup Success Stories
- CED Creating values for faculty and students

Dr. S. Meenakumari, IQAC - CEG Campus Coordinator cum Webinar Coordinator thanked the speakers for the highly relevant and informative sessions. She also expressed thanks on behalf of the IQAC team to the audience for their attentive and active participation in the webinar.

A Q&A session was conducted from 4.45PM to 5.00PM and the participants clarified their queries from the speakers. The Webinar concluded at 5.00PM with the Director-IQAC thanking the speakers, IQAC team and the participants.
Internal Quality Assurance Cell  
Anna University, Chennai-600025.  
Ph: 044 2235 7027, E-mail: iqac@annauniv.edu

Dr. Kurian Joseph,  
Director – IQAC

Lr. No. AU/IQAC/2020-21/2021/Webinars/March-001  

Date: 22/02/2021

Esteemed Professor,

Sub: IQAC – Conduct of Webinar Series on Quality related topics in March 2021 – Approval requested – Reg.

*****

As part of the quality sustenance and enhancement activities, IQAC conducted the Webinars in February 2021. It is proposed to conduct a series of 4 webinars, each of duration 1.5 hours, during March 2021, on various quality related topics for the benefit of all faculty members as per the following details:

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Date</th>
<th>Title of the Webinar</th>
<th>Resource Person</th>
<th>Coordinator(s)</th>
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<tbody>
<tr>
<td>01</td>
<td>04.03.2021</td>
<td>Innovation and Entrepreneurship Ecosystem : The way forward</td>
<td>Prof. R. Saravanan, Director – CED, Anna University. &amp; Dr. Sangeeta maini, Startup Analyst – CED, Anna University.</td>
<td>Dr. S. Meenakumari IQAC CEG Campus coordinator</td>
</tr>
<tr>
<td>02</td>
<td>11.03.2021</td>
<td>Human Values based mentoring of Students</td>
<td>Prof. Ranjani Parthasarathy, Professor - DIST, CEG Campus, Anna University.</td>
<td>Dr. M. Balamurugan IQAC MIT Campus Coordinator</td>
</tr>
<tr>
<td>03</td>
<td>18.03.2021</td>
<td>Outcome Based Education – Best Practices</td>
<td>Prof. S. Baskar, Professor, Dean-R&amp;D, Thiagarajar College of Engineering, Madurai- 625015.</td>
<td>Prof. K. V. Radha IQAC ACT Campus coordinator</td>
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<tr>
<td>04</td>
<td>25.03.2021</td>
<td>Documentation requirements for Quality Assurance</td>
<td>Prof. T. Thyagarajan, Dean – MIT Campus, Former IQAC Director, Anna University.</td>
<td>Dr. Sabitha Ramakrishnan, Deputy Director - IQAC</td>
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</table>
It is proposed to make the following arrangements for conducting the above webinars:

Duration of the webinar : 15:30 Hrs to 17:00 Hrs (1.5 hours)

Webinar platform : MS Teams - "IQAC Webinar"

Target audience : All faculty members of University Depts

It is requested that approval may please be granted to conduct the webinars as per the above schedule and pay an honorarium of Rs.1500/- (Rupees One Thousand and Five Hundred only) per session for the Resource Person invited from other institution (Prof. S. Baskar, Professor, Dean-R&D, Thiagarajar College of Engineering, Madurai).

[Signatures]
DIRECTOR - IQAC
REGISTRAR

[Signature]
VICE CHANCELLOR

APPROVED / NOT-APPROVED
CIRCULAR

To
Deans of Campuses
Directors of Academic Centres
HODs of Departments

Sub: Webinar series titled "Innovation and Entrepreneurship Ecosystem: The way forward" on 04.03.2021 from 3.30PM-4.30 PM for all faculty members of Anna University – Reg.

Ref: Lr.No.AU/IQAC/2020-21/2021/Webinars/March-001 dated 22.02.2021 approved by Vice Chancellor

*****

As part of the quality sustenance and enhancement activities of IQAC, Webinar series - The following Talks are being organized by IQAC for the benefit of all the faculty members as per the following Details:

Talk - I
Resource person : Prof.R.Saravanan, Director-CED, Anna University
Date and Time : 04.03.2021 (Thursday), 3.30PM – 4.00PM

Talk – II
Resource person : Dr.Sangeeta maini, Startup Analyst-CED, Anna University
Date and Time : 04.03.2021 (Thursday), 4.00PM – 4.30PM

Online platform : MS TEAMS - “IQAC Webinar”

All faculty members have been included in the MS Teams group “IQAC Webinar”. The faculty members are requested to join the webinar through this group, without fail and get benefitted from the lecture.

CC:
1. Director-CED, Startup Analyst-CED
2. Director-IQAC, IQAC-Coordinators of the programme
3. PA to Registrar.
4. PS to VC.
Title of Webinar: “Innovation and Entrepreneurship Ecosystem: The way forward”

Resource Person: Prof. R. Saravanan, Director-CED, Dr. Sangeeta maini, Startup Analyst-CED

Date of Webinar: 04th March 2021

Programme Schedule

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>3.15PM - 3.30PM</td>
<td>Registration</td>
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<td>3.30PM - 3.32PM</td>
<td>Welcome Address</td>
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<td></td>
<td>Dr. Kurian Joseph</td>
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<tr>
<td></td>
<td>IQAC Director, Anna University</td>
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<tr>
<td>3.32PM - 3.34PM</td>
<td>Introduction of Speaker</td>
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<td>Dr. S. Meenakumari</td>
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<td>IQAC CEG Campus Coordinator, Anna University</td>
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<td>3.34PM - 4.00PM</td>
<td>Session-1 by Speaker</td>
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<td>Prof. R. Saravanan</td>
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<td>4.00PM - 4.25PM</td>
<td>Session-2 by Speaker</td>
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<td>Topic “Innovation and Entrepreneurship Ecosystem: The way forward”</td>
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<td>Anna University, Chennai</td>
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<td>4.25PM - 4.29PM</td>
<td>Question and Answer Session</td>
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<td>4.29PM - 4.30PM</td>
<td>Vote of Thanks</td>
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<td>Dr. S. Meenakumari</td>
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PROFILE OF RESOURCE PERSON

NAME OF THE RESOURCE PERSON : Prof.R.SARAVANAN
DESIGNATION   : Director, Centre for Entrepreneurship Development
QUALIFICATION    : Ph.D.,

EXPERIENCE

<table>
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<th>Year</th>
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<td>2009-Present</td>
<td>Professor, Mechanical Engineering, Anna University, Chennai</td>
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<td>2001-2009</td>
<td>Assistant Professor, Mechanical Engineering, Anna University, Chennai</td>
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<td>1998-2001</td>
<td>Lecturer, Anna University, Chennai</td>
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<td>1994-1998</td>
<td>Teaching and Research Associate, IIT Madras, Chennai</td>
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HONORS AND AWARDS

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<tr>
<td>2010</td>
<td>Winner of Emerson CUP 2010 - Refrigeration &amp; Retail The Emerson Cup</td>
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<td>2009</td>
<td>Best paper award - NCRAC 2009, IIT Madras Chennai</td>
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<tr>
<td>2007-2010</td>
<td>Ramanna Fellowship award from Department of Science and Technology</td>
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<tr>
<td>2002-2005</td>
<td>Research grant award under Fast Track Scheme for Young Scientists from Department of Science and Technology</td>
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TOPIC HANDLED IN WEBINAR : About CED and Makers Lab
DATE AND TIME OF SESSION : 04th March 2021, 03.30PM to 04.00PM
PROFILE OF RESOURCE PERSON

NAME OF THE RESOURCE PERSON : Dr. Sangeeta Maini
DESIGNATION : Startup Analyst, Centre for Entrepreneurship Development
QUALIFICATION : Ph.D.,

With over a decade of experience, both in academic and industrial settings, Dr. Sangeeta Maini specializes in innovation advancement in terms of product development right from ideation to market-ready stage.

Dr. Maini developed a medical imaging system for cancer detection at the University College London. Further, Dr. Maini worked on exclusive technology based projects for the UK Home Office (R & D department) pertaining to national security. In India, as a scientist at National Brain Research Centre, Dr. Maini researched on MRI imaging towards development of early biomarker for brain disorders such as Dementia, Alzheimer’s Disease. Dr. Maini worked on applied mathematical problems, including developing Hadamard Matrices in non-trivial dimensions, at AU-KBC Research Centre, MIT and IIT Bombay. In the private sector, Dr. Maini supported startups in development of IoT products, providing tech-solutions to logistics and pharma industry.

Dr. Maini successfully executed multi-stakeholder projects including students, scientists, government R & D labs and industrial partners. Currently, at CED, Dr. Maini is dedicated to scaling up of ambitions and nurturing inquisitiveness among the innovation and entrepreneurship stakeholders. Dr. Maini performs rigorous due diligence of scale and scope of innovative ideas. Dr. Maini helps the stakeholders transform and translate their innovations into prototypes and viable products - this includes supporting start-ups with crafting and drafting grant applications for funding and preparing pitch for investment.

Academically, Dr. Sangeeta Maini is a doctorate from University College London with over ten scientific publications in national and international journals.

TOPIC HANDLED IN WEBINAR : Innovation and Entrepreneurship Ecosystem: The way forward
DATE AND TIME OF SESSION : 04th March 2021, 04.00PM to 04.30PM
Subject: Invitation as Resource Persons for IQAC Webinar on 04-03-2021, 03.30PM-Reg.

From: <iqac@annauniv.edu>
To: CED 1 <dirced@annauniv.edu>, CED <cedau2019@gmail.com>, Sa cedau <sa.cedau@gmail.com>, Rsaravan <rsaravan@annauniv.edu>, Saran_ies <saran_ies@yahoo.com>
Cc: IQAC 3 (Director) <kuttiani@gmail.com>, IQAC 4 (DD 2) <sabitha.ramakrishnan@gmail.com>, IQAC CEG 1 <smeenakumari@annauniv.edu>, IQAC CEG 2 <smeenasankar@yahoo.com>
Date: 2021/02/26 14:28

Kind attention:

Prof. R. Saravanan  
Director - Centre for Entrepreneurship Development  
and  
Dr. Sangeeta Maini  
Startup Analyst - Centre for Entrepreneurship Development  
Anna University, Chennai- 600 025.

Dear sir/madam,

The Internal Quality Assurance Cell (IQAC) of Anna University conducts various activities to enhance the quality of teaching and learning of faculty members in our campus. As a part of quality sustenance and enhancement activities, IQAC is conducting a webinar on 04.03.2021 (Thursday) with focus on "Innovation and Entrepreneurship Ecosysytem: The way forward".

In this context, may I cordially invite you to be the Resource Persons for the Webinar session and deliver a talk on the title "Innovation and Entrepreneurship Ecosysytem: The way forward" on 4th March 2021 through online mode (MS Teams platform) for a duration of 60 minutes (3:30pm to 4:30pm). The participants of Anna University faculty members will benefit a lot from your lecture.

The session will be organized online in MS Teams Platform under the Team "IQAC Webinar" in which you are already included as a member. We are looking for a positive response and gracious presence.

--

Thanks and Regards  
Prof. Dr. Kurian Joseph  
Director-IQAC  
Anna University, Chennai,  
Tamil Nadu-600025.

https://mail.annauniv.edu/?_task=mail&_safe=0&_uid=1054&_mbox=Sent&_action=print&_extwin=1
### Attendance on IQAC Webinar

**“Innovation and Entrepreneurship Ecosystem: The way forward”**

**Total Number of Participants: 68**  
**Date: 04.03.2021**

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<tr>
<th>S.No.</th>
<th>Name of the Faculty</th>
<th>Designation</th>
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<tbody>
<tr>
<td>1</td>
<td>Prof. R. SARAVANAN (Guest)</td>
<td>Director-CED</td>
<td>04/03/2021, 15:03:22</td>
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<td>Dr. Sangeeta Maini (Guest)</td>
<td>Startup Analyst-CED</td>
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<td>3</td>
<td>Prof. KURIAN JOSEPH</td>
<td>Director-IQAC</td>
<td>04/03/2021, 15:19:04</td>
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<td>Dr. S. Meenakumari</td>
<td>IQAC CEG Campus Coordinator</td>
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<td>Dr. G. Balamurugan</td>
<td>IQAC MIT Campus Coordinator</td>
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<td>Dr. Rajeswari R</td>
<td>IQAC SAP Campus Coordinator</td>
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<td>Prof. Dr. S. Selladurai</td>
<td>Faculty of Anna University</td>
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<td>Dr R Ravi Raja Malar Vannan</td>
<td>Faculty of Anna University</td>
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<td>Dr S. DEVIKA</td>
<td>Faculty of Anna University</td>
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<td>Dr. BALAMURUGAN R</td>
<td>Faculty of Anna University</td>
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<td>Dr. C. SHARMEELA</td>
<td>Faculty of Anna University</td>
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<td>Dr. G. KALPANA</td>
<td>Faculty of Anna University</td>
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<td>Dr. G. VELRAJ</td>
<td>Faculty of Anna University</td>
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<td>Dr. J. DHALIA SWEETLIN</td>
<td>Faculty of Anna University</td>
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<td>Dr. K. PADMANABHAN PANCHU</td>
<td>Faculty of Anna University</td>
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<td>Dr. M. THIRUMAL AZHAGAN</td>
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<td>Dr. P. GEETHA</td>
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<td>Dr. PRATHEEP MOSES K</td>
<td>Faculty of Anna University</td>
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<td>Dr. RAJIVGANDHI R</td>
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<td>Dr. SIVARAJ</td>
<td>Faculty of Anna University</td>
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<td>Dr Bindia Sahu</td>
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<td>Dr. Mathangi Ganapathy</td>
<td>Faculty of Anna University</td>
<td>04/03/2021, 16:18:28</td>
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<tr>
<td></td>
<td>Name</td>
<td>Institution</td>
<td>Date</td>
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<td>34</td>
<td>Dr.R.Pradeep Kumar</td>
<td>Faculty of Anna University</td>
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<td>C.Vijaya Bhaskar</td>
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Webinar Handouts

Session 1: Presentation by Prof. R. Saravanan

Who we are..

• Aims to induce an entrepreneurial mindset into the Students and to create an awareness among the students about the facilities and resources in the University
• Networking student enterprises from campus to incubators, seeding funds and angel investors
**Vision & Mission of CED**

Inspire, foster and nurture Innovation and Entrepreneurship (I & E) amongst students & staff of Anna University for a sustainable startup ecosystem

- To strengthen teaching & training activities for Innovation and Entrepreneurship
- To establish well-equipped infrastructure to support prototype development
- To support start-ups - company registration, incubation, funding & product launch
- To create conducive startup policies for student & faculty
- To engage in capacity building for development of a sustainable I & E startup ecosystem at Anna University

**CED – Creating Values..**

- For the Students and Faculty of Anna University

- Awareness
- Incubation
- Prototyping
- Training
- Funding
- Mentoring
**Awareness on Entrepreneurship**

- Startup Drive
- Launch pad
- Pitch fest
- Hackathon
- Elantra
- Research2Startup (R2S)

**Incubation Facilities**

- Incubation Centre: Primary focus on nurturing student startups by providing facilities:
  - Infrastructure support: Office Space, High speed Internet
  - Documentation support: Company Registration, Grants
  - Access to Lab and Library
  - Access to a team of professionals at CED
  - Anna Incubator, University Innovation Cluster, CEGAIN
    Incubator: Dedicated for AU startups

AIC-ANNA INCUBATOR

University Innovation Cluster
Student Startups @ CED

- Space Cold Tech - Innovation “Polaro – PCBPF” – Finalist in IACE and ANIC-ARISE program of AIM, New Delhi

Karthick Kumar T
B.E-MECHANICAL ENGG
CEG CAMPUS

Dhinesh B
M.E-SOLAR ENERGY
CEG CAMPUS

INNOVATIVE TECHNOLOGY

- VOUCHER A
Rs. 2,00,000

- VOUCHER A
Rs. 1,96,000

RUSA 2.0

Fab Makers Lab of CED

Prototyping Infrastructure@CED
- 3D and PCB Printer
- Laser Cutting Machine | Air Compressors | Welding Machine
- Mixed Signal Oscilloscope| Power Tools | DC Electronic Load
- SMD Soldering Station
- Simulation Tools
- Embedded & IoT Systems: Hardware Designing
- IoT: Raspberry Pi, Arduino, ESP32, ST Controllers
- High-end GPU Computer Lab
Makers LAB

Makers LAB
Training Programs @CED

- Awareness & Ideation
- Ideation & Design Thinking
- Business Model Canvas
- Customer Discovery & Validation
- Awareness on access to funding - Seed Funds & Startup Grants
- Pitch Work - Deck Preparation and Presentation
- Technical Courses – Digital Fabrication, IoT, ML, AI

Mentoring Support from AIC-ANNA INCUBATOR

Student & CED – a story in progress . . .

CED to evolve as one-stop centre@AU for I & E needs

Entrepreneurial journey during student life
Reaching out..

- Entrepreneurial Pioneers - Faculty Members

- Student Entrepreneurial Ambassador

MAKERS LAB
prototyping ideas

CED to Inspire, Foster & Nurture I & E @ AU

dirced@annauniv.edu
Ph. 044-22359290
The Way Forward...

Innovation & Entrepreneurship
Ecosystem @ Anna University

Sangeeta Maini, Ph.D.
Startup Manager, CED

04 March 2021

Paradigm shift to innovation

1970: Process patent regime
Reverse engineering, Leadership in Generics

2005: Product patent regime
Need for translation of IP & Innovations to Products
Global leadership through indigenous products

Innovation is the key to leadership: Glocal paradigm shift from R&D → R&I
Paradigm shift to innovation

1970: Process patent regime
- Reverse engineering, Leadership in Generics

2005: Product patent regime
- Need for translation of IP & Innovations to Products
- Global leadership through indigenous products

Innovation is the key to leadership: Global paradigm shift from R&D → R&I

CED - Enabling I & E ecosystem @ AU

Academic institution scoring & ranking systems – I&E as integral part
- Central & State vision & mission on I & E ranking: India Innovation Index, ARIIA
- UGC/AICTE governance policy & TN – focus on I & E
- World rankings: WURI, TER, Global R&I Institutions, Gil

- Imperative to building a foundation to the proposed startup policy
- AU to capitalize on geographical benefits: TN, 7y startup status; 10y for Biotech, AI & ML
- CED developing a platform to motivate & adopt state or central startup polices
- AU should not lose leadership position & the brand created over decades

Vision: Inspire, foster and nurture Innovation and Entrepreneurship amongst students & staff of Anna University for a sustainable startup ecosystem
Faculty: Scaling-up ambition

HoDs & the team + CED can bring in a change

Maturity: Market penetration, Market Leadership, Brand

Expansion: Scale-up, Funding

Startup incubation:
- Defining a business idea/Layout Business Model
- Training: Technical, Presentation & Mgmt Skills
- Prototyping & IP

Ideation:
- Nurture inquisitiveness, Idea Formulation, Assessment
- Mkt Validation, Roadmap to PoC
- Mentorship: Innovation & Feasibility Assessment

CED ensuring a Plug-n-Play Infrastructure

AU has a unique value-proposition
- Multiple Incubation Centres
  - AIC, UK, CEGAIN, CEDI
  - Electronic, Mechanical engg. to Biotech
- Institutionalization of a dedicated Prototyping Development Cell (PDC): the Makers Lab@CED
  - Interdisciplinary approach
  - Cutting-edge technologies
  - Professional support
  - Training available
  - Flexible timings
- PROTOTYPING HUB of India

- Pool of high caliber intellects
  - Deans, HoDs, Faculty
- Enabling support: IP cell, CTDT, IQAC
- Access of vibrant & enthusiastic student

Right time to leverage & capitalize upon our strengths to retain leadership
Drivers for scaling ambitions & startup

- Awareness
- Coursework & Training
- Ideas generation ecosystem

Three areas: create, leverage & capitalize

Awareness on Innovation & Entrepreneurship

**Hosting events**
- Foundation – technique/technology
- Business Assessment/Viability
- Bootcamp – Hands-on training for PoC
- Pitching – Pitch deck & Presentation
- VC Meet – Startup Jalsa/Khopchas

**Participating in external events**
- Central govt. Initiatives Smart Hackathon, Drug Discovery Hackathon, NEAT
- State govt. programs
- Innovation Cluster/Incubation Centres

**IT support related to events**
- Inception, Approval, Announcement, Arrangement
- Conduct, Promotion, Log/Record
- Post-event - Pictures, Reports & Finance

**CED Initiatives**
- Empowerment of Students Club
- Thrust Areas targeted & collaboration

**CED Team**
- Torch-bearers
  - 20 EPs
  - 64 SEAs

**Common & consolidated annual event calendar/plan**
- Conduct 1 event per quarter
- Participate in 1-2 events annually
- Monthly update on CED website

**Progress transparency & visibility**
- Periodic progress update on CED website and app
**I&E coursework & training**

- **Adopt Multi-modal programs wrt I&E for both**
  - **Students**
    - In-curricular: Regular/Elective/Core Credit Subjects @AU Depts./CAC
    - Co-curricular: Short-term Certificate Courses @AU Centres
    - Extra-curricular: I & E Concepts + Prototyping @CED/External Agency
  - **Faculty**
    - ToTs/FDPs - contribute to the I & E ecosystem

- **CED Initiatives**
  - Identification of thrust areas
  - To facilitate training of the faculty
  - Collaboration with reputed I & E Institute
  - Empowerment of Students Club – for promotion

- **Promote courses**
  - Implement the course: 2/dept.
  - CED to train the faculty
  - CED website to promote

**Generation of Ideas**

**Adopt Early Start & Strong Finish approach**

- **Students**
  - FY students to start working on the project in their 1st year
  - To shadow a post-doc fellow @dept. or external
  - Tapping Internships, to be well-crafted as output-driven

- **Faculty**
  - To pick technologies near-completion
  - Provide Mentorship

- **CED Initiatives**
  - Thrust Areas targeted
  - Handhold students supported by faculty
  - Students Club to team up to set examples
  - Funding Opportunities

- **Extend unfinished projects**
  - Identify IP that can be translated into product by students
  - Leverage on CED-Makers Lab to support prototyping
  - Incubators to provide Seed Funds

**AU 2019-2020**

2/32 Electives

**AU 2019-2020**

10 Innovations

barring CTDI
Student Startup Success Stories

myHarvest Farms

Student Startup inspiration

Ather

Gnikul

myHarvest Farms

Founders: Archana Stalin, Stalin Kalidoss
Institute: Archana – B.E. Geoinformatics, CEG, AU [2009]

Startup Profile:
- Delivers organic farm products direct to homes: Creates Urban Farmers and a win-win situation for both farmers and consumers

Achievements:
2018: 1 farmer, 18 families
12/2020: Breakeven achieved
2021: 29 farms, 80 farmers, 2300 families

Funds Raised:
20 lakhs: Angel Investor
**Ather**

**Founders:** Tarun Mehta & Swapnil Jain  

**Startup Profile:**  
Manufactures India's first smart electric scooter ($340 to Ather 450X).  
Also establishing electric vehicle charging infrastructure Ather Grid.

**Inspirational Aha-Moments:**
  - February 2013, Jain (General Motors) quit his job, followed by Mehta (Ashok Leyland); “low” salaries made the decision easier.  
  - E-cell sent them on a 10-day trip to Stanford University, USA; started reading up history of Silicon Valley;  
  - “In the 10 days there, I think I attended more than 10 talks from entrepreneurs, VCs, etc.,” Mehta recalls.

**Funds raised:**
- $51M investment led by Sachin Bansal (May 2019).  
- $30.5M investment by Hero MotorCorp (Oct 2016).  
- $1M seed series by Flipkart Founders (2014).  
- 2013: Angel funding by Raju Venkatraman (CEO, Medallor & V Srinivas (founder, Aerospyle).

**Agnikul**

**Founders:** Srinath Ravichandran, Moin SPM & Raju K  
**Institute:** Srinath – EEE, CEG AU

**Startup Profile:**  
Designing, building, testing and launching orbital class launch vehicles that can carry micro/nano satellites up to 100 kgs to Low Earth Orbits on demand.

**Achievements/Progression:**
- 2016: Inception of Agnikul  
- 2017: Agnikul incorporated @ National Center for Combustion R&D at IIT Madras  
- 2018: Part of the Airbus Accelerator; Fired first set of igniters and single injector element-based thrusters;  
- **First product** - a 3 stage vehicle that burns Kerosene in liquid oxygen. It has a clustered modular configuration where each stage is comprised of engines that can be almost completely additively manufactured.  
- 2019: Agnikul grew to be a part of the Kerala Startup mission startup community; Commercialization - signing agreements with potential customers.  
- 2020: Agreements with Launchports, customers, vendor-partners;  
- Alaska Aerospace Corporation of US & ISRO support for ground tests of Agniboan – NDA signed  
- 2021: Test-fired a fully 3D printed semi cryo rocket engine at IITM  
- 2022: To be launched  
  - India’s first private small satellite rocket Agniboan

**Faculty Support:**  
Prof. Ramakrishnan – ECE, AU  
Prof. Satyanarayan – Head, NRCD, IITM

**Infrastructure Support:**  
IITM Incubation Cell
CED creating values for faculty & students

- Innovation is the key to leadership: Glocal paradigm shift from R&D → R&I
- Academic institution scoring & ranking systems – I&E as integral part
- HoDs & the team can bring in a change - Scaling-up ambition
- CED one-stop centre@AU with CED –
  - Plug-n-Play Infrastructure
  - Defined activities: Awareness, Focus on Student, Faculty Training & Empowerment, Mentorship support, Identification of in-house IP of value
- Progress visibility via periodic update on CED website and app

- AU should not lose leadership position & the brand created over decades
- Right time to leverage & capitalize upon our strengths to retain leadership

CED is actively engaged in operational models for co-operation to mitigate the risk of losing out leadership

Thank You!

Welcome to CED

Dr. Sangeeta Maini, Ph.D.
CED, Anna University
sa.cedau@gmail.com
+91-44-22359289
Screenshot taken during the webinar

Registration on webinar:
Welcome address by Dr. Kurian Joseph, Director-IQAC
Introduce the speaker by Dr. S. Meenakumari, IQAC Coordinator
Presentation by Prof. R. Saravanan, Director-CED

Who we are...
- Aims to induce an entrepreneurial mindset into the students and to create an awareness among the students about the facilities and resources in the University.
- Networking student enterprises from campus to incubators, seeding funds and angel investors.

Vision & Mission of CED
- To strengthen teaching & training activities for Innovation and Entrepreneurship.
- To establish well-equipped infrastructure to support prototype development.
- To start-up apps - company registration, incubation, feedback & product launch.
- To increase unsuccessful business plans for student & faculty.
- To engage in capacity building for development of a sustainable 1st & 2nd startup generation at Anna University.

CED – Creating Values...
- For the Students and Faculty of Anna University
- Awareness, Incubation, Training, Funding, Mentoring.

Awareness on Entrepreneurship
- Startup Drive
- Launch pad
- Pitch fest
- Hackathon
- Eleva
- Reseda@Startup (R$5)

Incubation Facilities
- Incubation Centre: Priority focus on nurturing student startups by providing facilities.
- Infrastructures: Office spaces, high-speed Internet.
- Documentation support.
- Access to lab and library.
- Access to a team of professionals at CED.
- Anna incubator is a University Innovation Cluster.

Student Startups @ CED
- Space-Ops Tech, Innovation Hub, SWIG - Students in INCUB and ANI-IEPDR program of AICTE, Swinburne.
Vote of thanks by Dr. S. Meenakumari, IQAC CEG Campus Coordinator