



**Dr. MGR-JANAKI COLLEGE
OF ARTS & SCIENCE FOR WOMEN**



SATHYABAMA MGR MALIGAI
11 & 13, Durgabai Deshmukh Road, R. A. Puram, Chennai - 28
Accredited with 'A' Grade by NAAC
An ISO 9001:2015 Certified Institution
Affiliated to the University of Madras



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of HRD Initiative)

National Innovation and Startup Policy – NISP

OBJECTIVES

- Incentivizing faculty, staff and Students for IPR, Entrepreneurship and Startup pursuits
- In Promoting Innovation & Entrepreneurship and Creating Innovation Pipeline and Pathways for Entrepreneurs.
- Collaboration, Co-creation, Business Relationship and Knowledge Exchange within campus and among the ecosystem enablers co-exist at regional and national level
- Building Organizational Capacity, Human Resources and Incentives to support and promote innovative and entrepreneurial activities
- Incubation & Pre-incubation support and facility creation



COMMITTEE MEMBERS:

S. No.	Name of Member	Member Type (Teaching / Nonteaching / Student / External Expert)	Key Role/ Position assigned in IIC
1.	Dr. K. Latika	Teaching	President
2.	Dr. E. Nirmala	Teaching	Convener
3.	Ms. Kaviya Priya	Teaching	Vice President
4.	Dr. K. Latika	Teaching	IPR Activity Co-ordinator
5.	Dr. V. R. Viju	Teaching	Innovation Activity
6.	Ms. N.S. Kothai	Teaching	NIRF Coordinator
7.	Ms. Sahaya Sheeba Mangalam	Teaching	Social media
8.	Ms. V. Visalakshi	Teaching	Internship Activity Coordinator
9.	Ms. P. Renuka	Teaching	Start Up Activity Coordinator
10.	Dr. C. Banu Rekha	Teaching	Member
11.	Dr. D. Lakshmi Priya	Teaching	Member
12.	Dr. V. Nithyakalyani	Teaching	Member
13.	Dr. M. Durga	Teaching	Member
14.	Ms. T. Thulasi	Teaching	Member
15.	Ms. Selas Veronika D	Teaching	Member
16.	Ms. R. T. Reshma Hashmi	Teaching	Member
17.	Ms. S. Archana	Teaching	Member



POLICY PROBLEM OR THRUST AREA

A. Eco-friendly Alternatives:

1. Microbial Bio Bricks

- The Thrust area is to develop sustainable bio-degradable and eco-friendly alternative to conventional plastics.
- Microbial based bio brick decreases dependency on fossil fuels and lowering carbon food prints.
- Bio bricks provide versatile and functional substitutes for plastics in various industries.

2. Microbial Based Eco Plastics

- The Thrust area is to develop and produce microbial eco plastics using organism like *Azotobacter*, *Bacillus* etc.
- PHA and PHB producing organisms are screened, scaled up in fermentation and bio plastics are recovered and purified.
- The project will deliver notable economic and environmental benefits, effectively reducing environmental pollution.

B. Social impact of Next-Gen Nautical Navigation and Tracking Solution:

- The Thrust area is to develop a system that should leverage cutting edge technology to enhance safety, efficiency and accuracy nautical navigation providing real time data and comprehensive situational awareness to mariners.
- The technology used is Internet of Things (IoT) - Positive Social Impacts
 - Improved maritime safety
 - Increased efficiency and reduced emissions
 - Better environmental protection and Job creation



C. Community Re-silience Training and Preparedness:

This approach fosters community empowerment promoting mutual support and cohesion.

D. E-learning Portal

This project democratizes education by increasing accessibility for students from diverse backgrounds.

E. Eco-Friendly Formulations for Green Cosmetics: A sustainable approach to beauty products”

The proposed solution lies in the integration of advanced green chemistry techniques with sustainable sourcing and packaging. The project will pioneer the use of innovative plant based compounds that have not been widely used in cosmetics, offering unique benefits such as enhanced skin compatibility and reduced environmental impact. The approach also includes a life cycle analysis to ensure the entire product, from production to disposal is environmentally friendly.



TENTATIVE PLAN

S.NO	PARTICULARS	Yearly/Half-yearly
1	Workshop on Design Thinking, Critical Thinking & Innovation Design	Half-yearly
2	Organizing Innovation & Entrepreneurship outreach programme in schools by engaging active Atal Tinkering Labs & School Innovation Council (SIC)	Half-yearly
3	Organize an expert talk on process of innovation development, technology readiness level (TRL, Commercialization of lab technologies and Tech- Transfer)	Half-yearly
4	Workshop on effective sales and marketing strategies for entrepreneurs/ start-ups	Half-yearly
5	Conduct a session on achieving problem-solution fit and product-market fit	Half-yearly
6	Field/Exposure visit to pre-incubation units such as AICTE Idea lab, Fab lab, Makers space, Design Centers, City MSME Clusters, Workshops etc.,	Half-yearly
7	Organize an Inter/Intra Institutions Innovation Competition/ Challenge/ Hackathon and Reward the Best Innovation and Deposition in the Institution YUKTI Innovation Repository	Half-yearly
8	Innovation Showcase : Demo day/ Exhibition / Poster Presentation of Innovation/Prototypes and Linkage with Innovation Ambassadors/ Experts for Mentorship Support	Half-yearly
9	National Science Day	Yearly
10	National Start up Day	Yearly
11	National Youth Day	Yearly
12	National Energy Conservation Day (India)	Yearly
13	National Pollution Control Day	Yearly

Note: Conducting a Maximum Number of prescribed activities focuses on Idea/ innovation Validation and Concept development