

## ENTREPRENEURSHIP DEVELOPMENT CELL, KRIYA

We live in a time where resources are reachable but business ideas are uncommon. Today's knowledge driven economy is a fertile ground for creating entrepreneurs in India. Entrepreneurship can unbolt latent potential of the students. Along with improving the quality of life in the country; it pushes the human resource capability to a greater extent. To promote the entrepreneurial spirit amidst the students, ecosystem should be enhanced. The E-Cell of REC is committed to create high impact entrepreneurial ecosystem and expanding it to the society through initiatives like interactive sessions, competitions, conferences and business incubation services.

With close to 18 years of existence, the E-Cell at the College, takes pride in having equipped entrepreneurs and their ventures. In the process E-CELL has crossed many milestones by creating many first generation entrepreneurs backing them up during their incubating days.

The efforts of E-Cell have been recognized by EDI-Chennai (Government of Tamilnadu's arm on entrepreneurship development), TATA FIRST DOT, and National Entrepreneurship Network (NEN), The Indus Entrepreneurs (TiE) and so on.

### OBJECTIVES AND FUNCTIONS

#### I. AWARENESS

- To create of entrepreneur's club in our college to foster culture of entrepreneurship amongst students.
- To organise Entrepreneurship Awareness Camps, Guest Lectures, TV & Radio Talks, Seminars, Webinars, etc.
- To associate our students with global entrepreneurship communities like NEN, EDI, TiE to get global exposure of business opportunities.
- To inculcate a culture of innovation driven entrepreneurship through student projects exhibitions.

#### II. DEVELOPMENT

- To organise Faculty and Student Development Programmes on Entrepreneurship in our region.
- To develop and introduce curriculum on Entrepreneurship Development at different levels including Degree/Diploma programs with certifications to different levels including Degree/ Diploma programmes with certifications to students in our region.

#### III. ASSESSMENT

- To source five innovative student projects each year for new innovative product development
- To organise episodes of Entrepreneurship Events (E-Week, E-Conclave) and Entrepreneurship Skill Assessment programs (Dexter Tester).
- To assess the real interest of our students in Entrepreneurship, conduct a set of Written Aptitude, GD and Interview Tests. Later the selected students will be posted as Start-Up Associates in Campus Start-Ups.

#### IV. GUIDANCE

- To conduct research work and survey for identifying entrepreneurial opportunities (particularly in S&T areas and service sector).
- To act as an Information Centre on business opportunities, processes, technologies, market, etc. by creating and maintaining relevant data bases.

- To act as an institutional mechanism for providing various services including information on all aspect of enterprise building to budding Science and Technology entrepreneurs.
- To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies, IRP, etc. to incubates.
- To arrange interaction with entrepreneurs and create a mentorship scheme for student entrepreneurs.
- Interfacing and Networking: to provide networking between academia, industry and financial institutions.
- To arrange visits to industries for prospective entrepreneurs.
- To extend necessary guidance and escort services to the trainees in obtaining approval and execution of their projects.

#### V. FUNDING

- To raise funds for Entrepreneurship Awareness and Development activities in our region through various sources like AICTE, EDI and NSTEDB.
- To Become financially self sustainable entity by improving the business of Campus Start-Ups.

#### VI. CONSULTING

- To render advice to sick enterprises and assist the entrepreneurs in rehabilitating them.
- To respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and micro enterprises.

#### VII. TECHNOLOGY BUSINESS INCUBATOR (TBI)

- Technology Commercialization: to provide a platform for speedy commercialization of technologies developed in our college.
- To foster better linkages between the Institution, Industries and R&D institutions in the region and other related organizations engaged in promoting Small & Medium Enterprises (SMEs) and Non-Government Organizations (NGOs).
- To catalyse and promote development of Science and Technology knowledge based enterprises and promote employment opportunities in the innovative areas.
- To provide testing, calibration, quality assurance, design, tool room, pilot plant and other facilities for entrepreneurs besides expertise in intellectual property rights, patents search, etc

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