

7.3.1 Institutional Distinctiveness

Startup and Innovation Cell

There has been a change in business landscape in last decade with a growing supply-demand gap in fresh graduates vs public and private sector job openings and has also reduced drastically the opportunities to grab the job. Due to this reason many graduates and post-graduates struggle for job after completion of their degrees and there is an adverse impact on the college admissions. Central government also initiated lot many policies to overcome employability and adopted various on job training, vocational training and supporting startup and innovation for the students providing funds through AICTE, UGC as well as other government organizations. We are getting such opportunities from the Centre for Innovation Incubation & Linkage, Savitribai Phule Pune University.

Keeping in mind a cell that would establish entrepreneurship and industrial readiness among the students in the institute setup we established the Startup and Innovation cell with the help of Centre for Innovation Incubation & Linkage, Savitribai Phule Pune University. They certified Dr D Y Patil School of Management, Lohegaon, Pune and supported to establish Startup and Innovation cell in all respects. The Startup and Innovation cell is well equipped with resource centre, printers, scanners, etc.

A business or startup is a program managed by educational institutions, corporations or government agencies that provide an environment and culture for startup to develop by providing services such as management training and office space utilization.

These are the aims and roles that we have identified:

- 1) This cell is setting up at the institute and implement industry readiness program.
- 2) Product implementation in academia by the students, faculties with the help of institute.
- 3) Enhancing placements which help startup by students.
- 4) Get funding for startups incubated at the institute.
- 5) Get shortlisted for campus events by the Startup and Innovation cell.
- 6) Improve college ranking in different levels.

Industrial readiness program by the Startup and Innovation Cell motivates students to become entrepreneurs and identify new opportunities in the market. The institute organizes various events for attracting startups to setup startup base and culture among the students.

The key components of the program/activities are follows:

- 1) Visits by industry professionals (Guest Lectures)
- 2) Visit by student to industry (Industrial Visit)
- 3) Final year project mentoring (Summer Internship Project)
- 4) Soft skill training program.
- 5) Social visit programs which help students identify opportunities for business.
- 6) Many management games are being used to develop to enhance the students mind towards startup culture.