



CHEVALIER T. THOMAS ELIZABETH COLLEGE FOR WOMEN
CTTE REGULATORY INNOVATION AND STARTUP POLICY

(CRISP)



Educationists should build the capacities of the spirit of inquiry, creativity, entrepreneurial and moral leadership among students and become their role model

-Dr. A.P.J. Abdul Kalam

IN THIS POLICY

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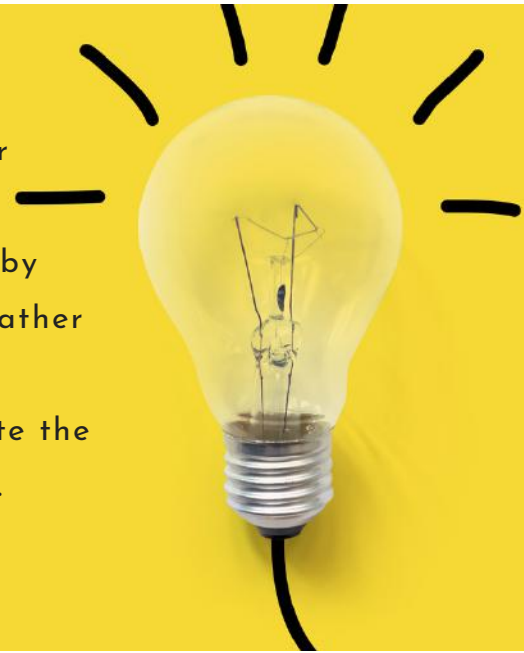
PREFACE



In the wake of present pandemic situation, it is but necessary to widen the socio economic welfare of our students, in tune with the vision of the college, by empowering them through education, ethics and economic development. Recognizing the burning desire to come up in life of mostly the first generation to-be graduates on one hand and job opportunities getting vulnerable to automation on the other, the college intends to mould the students as leaders of change, rather than being led by change.

As emphasized by Dr.A.P.J.Abdul Kalam, it is necessary to develop the capacity of students for research, creativity, innovation, entrepreneurial leadership and above all moral leadership; thereby facilitate our students to become job providers rather than as job seekers.

Hence this policy is being presented to create the right entrepreneurial environment in our campus.



VISION

Socio economic empowerment of CTTE women through their entrepreneurial development.

COMMITTEE OF MEMBERS

SL. NO.	NAME	POSITION
1.	Dr. S.Sridevi Principal, CTTE College for Women	President
2.	Dr. P.Malarvizhi Assistant Professor, PG & Research Department of Commerce, CTTE College for Women	Convener
3.	Mrs. Y.Kavitha Assistant Professor & Head, Department of Business administration, CTTE College for Women	Coordinator
4.	Dr. Sudha Srikanth Placement officer and Soft skill Trainer, CTTE College for Women	Coordinator
5.	Mrs. T.Vanadhi Devi President, Southern Industrial Academy for Women Entrepreneurship Development (SIAWED), Chennai	Advisory consultant & Entrepreneur
6.	Mrs. Bonne Peninnah Admin. Executive, PEST CONTROL 24x7, Chennai	Advisory member & Entrepreneur
7.	Mrs. Princy Susan Selvakumari Assistant Professor, Department of Business administration, CTTE College for Women	Member
8.	Mrs. M.Jayashree Assistant Professor, Department of Business administration, CTTE College for Women	Member
9.	Mrs. S.Poornima Assistant Professor, Department of Computer application, CTTE College for Women	Member
10.	Mrs. S.Gayathri Assistant Professor, Department of Business administration, CTTE College for Women	Member

OBJECTIVES OF THE COLLEGE POLICY

- Exposure of maximum number of students to the concept of entrepreneurship
- Enhancement of intrapreneurial skills of students
- Development of design mindset in students
- Provision of opportunities and facilities to students and faculty interested in entrepreneurship to pursue their interest



ACTION PLAN

SHORT TERM

- To tie up with institutions/organizations, individuals promoting entrepreneurship and bring out budding entrepreneurs from the college
- To arrange motivational entrepreneurial talks and play motivational videos, kindling the interest to bring out novel ideas which is vital now
- To arrange for role play and brainstorming sessions for redressal of grievances and taking appropriate and timely decisions
- To identify mini projects associated with livelihood promotional activities
- To conduct Short Term Certificate Courses on real time entrepreneurship
- To organize programs for skill development and capacity building
- To arrange Industrial/field visits for practical experience
- To associate with startup entrepreneurs and procure small part of their work and allot it as mini projects to eligible interested students



LONG TERM

- To encourage eco-friendly indigenous projects and the easy way of handling the uncertainties faced
- To develop collective groups for enhancing skills of the students, related to Production and Marketing
- To promote zero investment projects and the projects which may require less investment in terms of finance and more of talent and skill
- To encourage students to address daily life bottleneck issues with realistic and innovative ideas so as to bring out many entrepreneurs and CEOs from the institution



KEY PERFORMANCE INDICATORS (KPIs) AND VERIFICATION MEANS

HIERARCHY	KPIs	VERIFICATION MEANS
Vision	<ul style="list-style-type: none"> • 2% increase in self employment rate • 3 established entrepreneurial ventures 	ARIIA, NIRF Ranking
Objectives	<ul style="list-style-type: none"> • Enabling entrepreneurial environment established with multiple support for facilitating innovation and entrepreneurship in campus • 2% of graduate students choosing entrepreneurship as their career 	ARIIA, NIRF Ranking
Outcomes	<ul style="list-style-type: none"> • 10 zero investment projects • 10 mini projects associated with startups • 10 production and marketing related collective group formation • 5 eco friendly indigenous projects 	Annual Report
Activities	<ul style="list-style-type: none"> • 5 MoUs/ tie ups • 5 Short term skill development certificate courses per year • 2 Capacity building programs per year • 20 In-house mini projects • 2 Field visits per year • 3 Motivational talks per year • 3 In-house events related to role playing, problem solving and brain storming per year 	Monthly Report, Review Meetings



TIME LINE OF ACTION PLAN 2021-26

SL.NO.	TASKS	PER YEAR
1	Tie-ups/MOUs	1
2	Motivational talks	3
3	Brain storming and Role play sessions	3
4	Certificate Courses	5
5	Capacity building workshops	2
6	In-house mini projects	4
7	Production and marketing training	2
8	Field visits	2
9	Zero investment projects	2
10	Mini projects of start-ups and livelihood activities	2
11	Eco friendly Business ventures	1

