



SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE

(An Autonomous Institution)

Puducherry - 605 107

NOTIFICATION

Ref: SMVEC / IQAC / T&P / JAN 2023

Date: 10-01-2023

In the pursuance of the resolution passed by the Governing Body Meeting at its meeting held on December 31, 2022 in its resolution no. GB 2022.05.09 and the decision was taken by the Management of SMVEC

It is hereby notified for information of all concerned that the Sri Manakula Vinayagar Engineering College, Puducherry has published the Startup policy. This will come into force with immediate effect.


Dr. AA. Arivalagar
IQAC coordinator


Dr. N.S.N Caillasame
Placement Officer


Dr. V.S.K. Venkatachalapathy
Director cum Principal



Startup and Entrepreneurship Policy

Sri Manakula Vinayaga Educational Trust was established with the vision of enlightening society by providing quality and affordable education, particularly to the weaker sections. In alignment with this vision and in support of the Government of Puducherry's initiatives to enhance technical education and national development, **Sri Manakula Vinayagar Engineering College (SMVEC)** was established in the year 1999. The institution has consistently focused on producing technically competent, innovative, and socially responsible graduates.

To strengthen industry relevance and innovation-driven learning, SMVEC has entered into Memoranda of Understanding with Train Lab Academy and has established 17 Centers of Excellence, offering more than 90 associate-level international certification courses from reputed organizations such as IBM, Google, Cisco, Microsoft, Autodesk, Texas Instruments, Festo, Siemens, Amazon Web Services, Bentley, Schneider Electric, Tally, Dell EMC, PTC, and others. These initiatives bridge the gap between academic learning and industry expectations.

With the objective of fostering entrepreneurship and innovation, SMVEC has established an **MSME-sponsored Technology Business Incubator (TBI) Cell** to nurture innovative ideas into commercially viable products and services. The institution also houses an **AICTE-sponsored IDEA Lab** (Idea Development, Evaluation & Application Lab), which provides state-of-the-art infrastructure for hands-on innovation and prototype development. The AICTE IDEA Lab has been integrated into the First-Year Engineering syllabus, enabling students to develop creative thinking, problem-solving skills, and technical competence from the early stages of their academic program. This early exposure has significantly enhanced student participation in national-level innovation platforms and competitions such as the UKTHI Hackathon, thereby improving their confidence and innovative capabilities.

In accordance with the **AICTE Startup Policy 2016** and the **National Innovation and Startup Policy (NISP) 2019** for students and faculty of higher educational institutions, SMVEC has formulated this Faculty, Staff, and Student Startup Policy. The policy aims to create a structured and supportive ecosystem for innovation, entrepreneurship, startup formation, and technology commercialization within the institution.

The core objective of this policy is to inculcate a strong entrepreneurial culture among students, faculty, and staff by establishing **Entrepreneurship Development Cells (EDC)**, **Entrepreneurship Development and Innovation Councils (EDIC)**, pre-incubation and incubation centers, and Centers of Excellence. The policy encourages stakeholders to transform innovative ideas into startups and supports the commercialization of products and processes developed through academic and research activities. It also provides a transparent framework for intellectual property rights protection, licensing, and revenue sharing.

To enhance awareness and practical understanding of innovation and intellectual property, SMVEC conducts two dedicated sessions every month for students on idea development, patent filing, and IPR awareness. These sessions are conducted by Mr. Jayakumar, Consultant in Patent Filing and IPR, JS ARA Tech, who mentors students in converting their innovative ideas

into patentable and commercially viable outputs. These continuous interactions help students gain clarity on ideation, novelty assessment, patent drafting, and technology commercialization

In alignment with the **Vision X** of Sri Manakula Vinayagar Engineering College, the institution follows a structured and outcome-driven approach to entrepreneurship and innovation. SMVEC adopts a department-wise innovation and mentorship framework, engaging industry professionals, domain experts, and startup mentors to guide students and faculty from ideation to deployment. Regular innovation review meetings, startup clinics, and technology evaluation sessions are conducted to assess technical feasibility, scalability, and market relevance. These initiatives emphasize solving real-world industrial and societal challenges, particularly aligned with regional and national development priorities.

To strengthen the transition from innovation to market-ready solutions, SMVEC has established an Institutional Innovation, Startup, and Commercialization Support Fund under its **Vision X** roadmap. Financial assistance is provided for proof-of-concept development, prototype realization, product validation, pilot production, and early-stage commercialization activities. Seed funding support is extended on a case-to-case basis through a structured evaluation process, with funding sourced from institutional allocations, **MSME and government innovation schemes, CSR partnerships, and alumni contributions**. This support enables innovators to reduce early-stage risk and accelerate product commercialization.

SMVEC has implemented a Technology Commercialization and Revenue-Sharing Policy to ensure effective utilization of innovations developed within the institution. Technologies and products created using institutional facilities or funding are evaluated for patenting, licensing, technology transfer, startup deployment, or industry collaboration. Commercialization may be facilitated through licensing agreements, royalty sharing, equity participation in startups, or joint commercialization models, in accordance with institutional norms and the SMVEC Intellectual Property Rights Policy. In line with **NEP and AICTE** guidelines, students are permitted to establish startups or participate in incubated ventures while pursuing their academic programs, and approved startup and commercialization activities may be considered in lieu of mini projects, internships, seminars, or final-year projects, subject to approval.

All intellectual property generated using institutional facilities or funds is governed by the SMVEC Intellectual Property Rights Policy. Projects developed by students are encouraged for patent filing, and the institution provides guidance and support through its **IPR Cell and incubation facilities**. The institution may license protected technologies to faculty, staff, or student startups through upfront fees, royalty sharing, equity participation, or a combination thereof, as per institutional norms.

The implementation of this Startup Policy is monitored through regular reviews and impact assessments. Key performance indicators include the number of startups created, workshops and mentoring sessions conducted, patents filed, technologies commercialized, seed funds disbursed, and participation in national and international innovation events. The policy shall be reviewed once every three years to ensure continuous improvement and alignment with national policies and institutional goals.

Through this comprehensive Startup Policy, Sri Manakula Vinayagar Engineering College reaffirms its commitment to nurturing innovation, entrepreneurship, and future-ready graduates who contribute meaningfully to societal, technological, and economic development.

**SRI MANAKULA VINAYAGAR ENGINEERING COLLEGE****(An Autonomous Institution)****Puducherry - 605 107****Startup and Entrepreneurship Activities****2022-2023****Activities:**

S. No	Date	Name of the event	Resource Person	Contact Details	E-mail ID	No. of participants
1	17.08.2022	Startup Awareness Programme	Mr.D.Dayanidhi, Director of Engineering & Growth Moving Technologies Pvt. Ltd. (Namma Yatri)	8015505579	dayanidhicse@gmail.com	120
2	22.12.2022	Entrepreneurship	Mr.Selvakumar S,SoC Verification Engineer from intel Technologies, Bengaluru	7690384567	selvakumar12@gmail.com	120
3	09.02.2023	Entrepreneurship and Innovation Workshop	Mr.S.Pravinkumar, Managing Director Sri Jeyabharatham and Co., Puducherry	9994903125	pravin.pondicherry@gmail.com	100
4	09.03.2023	Humanitarian and sustainable Development Ideas,Projects and Funding	Dr.Anandi Giridharan	9894252633	dr.anandi@iisc.ac.in	100
5	10.05.2023	Hands-on Training on Innovation	Dr,S,Ganesh Kumaran,Associae Professor,SMVEC, Puducherry	8903151053	ganesh3@gmail.com	80

6	17.05.2023	Self-sovereign identity	Irfan	944398093	dayanidhicse@gmail.com	120
7	17.08.2023	Startup Awareness Programme	Mr.D.Dayanidhi, Director of Engineering & Growth Moving Technologies PCT.Ltd	8015505579	dayanidhicse@gmail.com	120
8	30.08.2023	Campus Connect	Ms.Maha,Ms Lakshmi,Ms.Preeti	9488495746	selva@fabc.global	100
9	12.09.2023	Hands on training in clay design	Dr.P.Jayakumar	9588594237	Jayadhayalan 1978@gmail.com	74



Director cum Principal





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Startup and Entrepreneurship Activities

2023-2024

Activities:

S. No	Date	Name of the event	Resource Person	Contact Details	Mail ID	No. of participants
1	16.10.2023 to 20.10.2023	Innovation, Design, and Entrepreneurship (IDE) Bootcamp - Tiruchirappalli	Mr.B.Parthiban, Assistant Professor, SMVEC	9443685259	prathiba11@gmail.com	80
2	12.03.2024	Quantum Meet	Ashok	7604893815	ashok.l@unisys.com	120
3	04.04.2024	Empowering Entrepreneurs in product Design ,EV Design,PCB Etching &Milling	Mr.J.Jagan,Chairman, Vector Solutions, Pondicherry.	9894650416	jagan@gmail.com	300
4	16.07.2024	Startup Awareness Programme	Mr.Anand Sugumaran Senior Principal Software Engineer,Gen Digital Inc.,Formerly Norton Lifelock Chennai.	9894650416	anand09u@gmail.com	100
4	10.08.2024	3D Printing Hands on Training	Dr.P. Jayakumar	8300920544	jayadhayalan1978@gmail.com	33

5	20.09.2024	Seminar on "How to build an Artificial Intelligence (AI) Robot'	Shri.T.Ganesh	948827978	tolasingerobotics@ gmail.com	50
6	23.06.2024 to 27.09.2024	Innovation, Design, and Entrepreneurs hip (IDE) Bootcamp - Tiruchirappalli	Mr.B.Parthiban, Assistant Professor, SMVEC	9443685259	Prathiba11@gmail. com	40
7	27.09.2024 to 28.09.2024	"Hands on training on sustainable composites for marine applications"	Shri.R.Veeramanika ndan	7583057811	veeramanikandan @mannschaft india.com	40
8	19.10.2024	Hacker Rank Coding Club Meet	Vidhya team	9894262944	vidhya@hackerank.i n	100
8	26.10.2024	3D Printing, 3D Scanning and 3D Designing	Shri.R.Rohan	9678091288	adderecreations@gm ail.com	27

9	23.12.2024	Hack \$Day	Mr.Saran Kumar,Mr.Prashant h,Mr.Naresh Shetty	8905161879	naresh@0x.day	500
10	27.12.2024	Empowering students and Entrepreneurs through Hands on Training on Innovation	Shri.R.Rohan Mr.S.Ganesh Kumaran,Associate Professor,SMVEC, Puducherry	7908293456	Kumaran43@gmail.c om	100



Director cum Principal





Startup and Entrepreneurship Activities

2024-2025

Activities:

S. No	Date	Name of the event	Resource Person	Contact Details	Mail ID	No. of participants
1	19.02.2025	Local Industrial Visit	Mrs.Anbarasi ,Assistant Professor, Department of ECE	7904889388	anbarasi@gmail.com	200
2	22.02.2025	a Hands-on Training Programme on "3D Printer and 3D Scanner"	Dr. P.Jayakumar	9678043988	jayadhayalan1978@gmail.com	25
3	07.03.2025	AWS Club	Mr .Ganesh & Team	9678109322	Ganesh.k@unisys.com	150
4	25.3. 2025	Workshop	Mr. I. Shivasankkar, Assistant Professor, EEE	8954368954	sankkar@gmail.com	300
5	28.03.2025	Developing and Entrepreneurial mindset through innovation, creativity and future ready thinking	Institution's Innovation Council (IIC)	8987124099	innovation@gmail.com	100

6	2.04. 2025	Seminar	Dr.S.Ganesh kumaran, Associate Professor, EEE	7896840376	Kumaran43@gmaqil.com	108
7	29.07. 2025	COMPETITION	Mr. S. Rahul, Testing and Commissioning Engineer, Nissi Engineering Solutions, Noida.	8914092899	Nissi@gmail.com	200
8	21.08. 2025	WORKSHOP	Mr. R. Karthick, EV Senior Executive, TVS Training & Services Ltd.	9410978922	tvsgmail.com	200
9	11.09.2025 to 13.09. 2025	Three Day Startup Showcase	Dr.D.Sivaraj, Associate Professor/EEE	7963485504	Raj55@gmail.com	210



Director cum Principal





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NAAC with "A" Grade)
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(As per UGC Regulations 2018)



Madagadipet, Puducherry - 605 107

ENTREPRENEURS DETAILS

Name of the student	G.Giles			
Batch	2011-2015			
Name of the Department	Information Technology			
Details of Entrepreneurship Venture started				
Name of the Business Venture	INIZIOCORP IT SOLUTIONS PRIVATE LIMITED			
Year of Establishment	2017			
Type of Business	Online	Yes	Regular	Yes
Product/Service Offered	IT solutions, software development, and technology-based business services.			
About the Organization	INIZIOCORP IT SOLUTIONS PRIVATE LIMITED is located in Puducherry, Puducherry, India and is part of the Business Services Sector Industry. INIZIOCORP IT SOLUTIONS PRIVATE LIMITED has 38 total employees across all of its locations. D&B Hoovers provides sales leads and sales intelligence data on over 120 million companies like INIZIOCORP IT SOLUTIONS PRIVATE LIMITED around the world, including contacts, financials, and competitor information. To witness the full depth and breadth of our data and for industry leading sales intelligence tools, take D&B Hoovers for a test drive			
Address	No 97 Eshwaran Kovil Street pondicherry, Puducherry, 605001			
E-mail ID	giles@iniziocorp.in	Contact No	073391 40982	
Other Information (If any)				



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ENTREPRENEURS DETAILS

Name of the student	Mageswar Radhakrishnan (Founder)			 Photo
Batch	2010-2014			
Name of the Department	Information Technology			
Details of Entrepreneurship Venture started				
Name of the Business Venture	Paint Pondicherry			
Year of Establishment	2014			
Type of Business	Online		Regular	Yes
Product/Service	School Infrastructure Development and Educational Support Services			
About the Organization	Paint Pondicherry is an Government Registered Non-Profit Organization that focuses on providing rich environment/ infrastructure for the children studying in the Underprivileged Government Schools. The aim is to raise the standards of Underprivileged schools and to provide equal access of quality education for all the children from different types of background. Currently working as Manager – Investment Promotions in Tamilnadu Industrial Guidance & Export Promotions Bureau - Reporting to: Dr. Neeraj Mittal IAS			
Address	H-19, Thiagu Mudaliar Nagar, Mudaliarpet, Pondicherry.			
E-mail ID	mageshwar399170@gmail.com	Contact No	+91 96296 33119 +91 73388 90888	

Other Information (If any)	Handling, 50 plus global investors, client relationship, new investment leads for end-to-end perusal of companies and investment establishments in Tamil Nadu. Developing, company specific documentations, offshore companies' investment targeting, inter-departmental committee meeting proposals for companies, company requirement assessment, and development of solution and proposal documents
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ENTREPRENEURS DETAILS

Name of the student	NITHIYANANDAN.K			
Batch	2008-2012			
Name of the Department	Information Technology			
Details of Entrepreneurship Venture started				
Name of the Business Venture	Laminar Solutions Service			
Year of Establishment	2012			
Type of Business	Online	Yes	Regular	Yes
Product/Service	Audio-Visual (AV) Services and Event Production Solutions			
About the Organization	Laminar Solutions offers a vast array of bespoke audio visual services to deliver effective and engaging communications and entertainment, accommodating large corporate events to small intimate gatherings.			
Address	36, New St., Vinoba Nagar, Puducherry.			
E-mail ID	nithi5990@gmail.com	Contact No	9688537153	
Other Information (If any)				