



# MADHA

Expertise | Empathy | Excellence

**ENGINEERING COLLEGE**

**MADHA ENGINEERING COLLEGE, KUNDRATHUR, CHENNAI – 600069**  
(Approved by UGC, New Delhi and Accredited by NAAC with B+ Grade)  
Affiliated to Anna University, Chennai

## **MADHA ENGINEERING COLLEGE (MEC)**

### **NISP ACTION PLAN 2025–2028**

#### **Vision/Goal of I&E Policy and Action Plan**

1. To create a vibrant innovation and entrepreneurship ecosystem within Madha Engineering College that nurtures creative thinking, design-driven problem-solving, and startup culture among students and faculty.
2. To strengthen the Madha Centre for Innovation and Entrepreneurship Development (MCIED) as the central hub for ideation, incubation, and industry-academia collaboration.
3. To translate innovative ideas and research outcomes into viable products, startups, and social innovations addressing local and national challenges.

#### **Policy Objectives**

1. Promote ideation, creativity, and design thinking.
2. Support student and faculty groups to prototype innovative ideas.
3. Strengthen the Madha Centre for Innovation and Entrepreneurship Development (MCIED).
4. Organize workshops, seminars, and mentorship programs on innovation and startup management.
5. Build linkages with industry and academic partners to support incubation activities.

## Annexure – I: Action Plan

Policy Objective	Thrust Area	Planned Interventions / Activities	KPI	Budget Allocation	Annual Targets
Promote ideation, creativity, and design thinking	Ideation & Innovation	Workshop on Design Thinking, Critical Thinking, and Innovation Design	% of students trained	₹50,000	Y1: 50% Y2: 60% Y3: 70%
Support student and faculty groups to prototype innovative ideas	Prototype Development	Workshop on Prototype/Process Design and Development	% prototypes completed	₹80,000	Y1: 10 Y2: 15 Y3: 20
Strengthen MCIED	Institutional Infrastructure	Establish Fab Lab, Ideation Lab, and Pre-incubation Space	% facility utilization	₹1,00,000	Y1: Setup Y2: Operate Y3: Scale
Organize workshops, seminars, and mentorship programs	Capacity Building	Expert Talk Series: TRL, Sales Strategies, Legal & Ethical Aspects	% trained	₹50,000	Y1: 50% Y2: 60% Y3: 75%
Build linkages with industry and academia	Ecosystem Linkage	Session on Angel Investment / VC Funding Opportunities	No. of investors engaged	₹50,000	Y1: 3 Y2: 5 Y3: 7

## Annexure – II: Monitoring and Evaluation Framework

Process Indicators: Number of workshops, hackathons, and seminars organized

Output Indicators: No. of innovations/prototypes developed

Outcome Indicators: Employment generation through startups

## Annexure – III: Key Programs

- My Story – Motivational Session by Successful Innovators
- From Idea to Impact – Journey of Startup Founders
- Innovation & Entrepreneurship Outreach in Schools (ATLs, SICs)
- Workshop on Business Model Canvas (BMC)
- World Creativity & Innovation Day Celebration (IP Utsav)
- Seminars on Emerging Technologies: AI, FinTech, Cybersecurity, Climate Tech, etc.
- Startup Summit: Demo Day / Exhibition of Startups & Linkage with Mentors
- Podcast Series – 'Celebrating Failures' and 'Rashtra Pratham'

## Annexure – IV: Governance Structure

Role	Designation
NISP Convener	Principal, Madha Engineering College
IIC President	Faculty
Innovation & Startup Coordinator	Faculty
IPR & Technology Transfer Lead	Faculty
Industry Liaison & Outreach Lead	Faculty
Student Innovation Council	Student representatives from all departments

## Annexure – V: Budget Summary (2025–2028)

Thrust Area	Budget Allocation (₹)
Ideation & Innovation	₹50,000
Prototype Development	₹80,000
Institutional Infrastructure	₹1,00,000
Capacity Building	₹50,000
Ecosystem Linkage	₹50,000