



Surana College

AUTONOMOUS

16, South End Road | Bengaluru-04
Reaccredited 'A+' Grade by NAAC | Affiliated to Bengaluru University

3.3.1

Innovation and Incubation Centre

In aligning with the changing demands, Surana College founded the Innovation and Incubation Cell in the year 2017.

1. Promote entrepreneurial activities at campus.
2. Provide hands-on experience to aspiring entrepreneurs on entrepreneurship.
3. Encourage innovation driven activities at campus.
4. Facilitate by providing sufficient support systems so as enable the perceived idea to become a successful start-up in its eco-system.

Initiating an Innovation and Incubation centre (IIC) at campus will facilitate its stakeholders to gain competitive advantage as well as catering to the ever-changing societal demands. Surana's Innovation and Incubation Cell firmly believes that any conceived idea's long-term substantial growth can be accomplished by reducing financial stress by securing feasible proposals and enhance the success level of the projects by deploying, developing and optimizing available resources. IIC would provide an end-to-end cutting-edge eco-system that supports new and emerging technology ventures and increase their likelihood of success. IIC would renders support to

- Faculty resources who have very research acumen results in technological advancements which can be translated into commercially viable product/service
- Current students aspiring to become entrepreneurs.
- Alumni of the college who is aspiring to become entrepreneurs.
- Partner research organizations at national and international level
- Partner research institutions at national and international level
- Government organizations
- Private organizations

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IIC enables the stakeholders of start-ups to obtain.

- Basic awareness program to foster entrepreneurial spirit.
- Basic infrastructural facilities at the institute
- Seed funding and other relevant financial support
- Business consulting through experts pool
- Mentoring at all levels of business cycles through cohesive participation
- Legal assistance during the execution of organizational functions
- End-to-End assistance in Product/Service development life cycle
- Networking with High net-worth individuals, Angel investors, and venture capitalists
- Commercialization of products/services at regional, national and international markets
- Support services to participate in technical exhibitions which allows the start-ups to showcase their advancements.
- Protecting intellectual properties such as Patents, Copyrights etc.,
- Insurance services
- Tax administration services
- Strategic alliances with similar domain organizations either to establish concentric diversification or conglomerate diversifications.

The thrust areas include the cutting-edge industry verticals such as

1. Health care and Life Sciences
2. Internet of Things (IoT)
3. Mobile Apps & Applications
4. Simulation & Automation Applications

The focus areas will substantially increase in the near future.

Recently, in order to strengthen the activities of Innovation and Incubation Cell, the institute hosted Intellectual Property Rights (IPR)

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symposium by associating with the leading Law-firm i.e., KNS Partners, Bangalore.

Also, in order to augment the industry – institutional partnership, the institute has entered MoU with Micro Labs Ltd., which is largest Pharmaceutical organization in India. The Surana's Innovation and Incubation Cell accomplishments since its inception are as follows...

- Memorandum of understanding with Entrepreneurship Development Institute of India, Ahmedabad
- Memorandum of understanding in collaboration of National Stock Exchange, New Delhi
- 1 Patent
- Recognized as nodal entre for IITs consortium.
- Life Member of All India Management Association
- Member of National Human Resource Development Network

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