

Title of the practice: Innovation and Start- up Cell

The Context :

Aurora encourages the students to become job providers rather than job seekers. The institute have established Innovation and Start- up Cell to strengthen and motivate students through a supportive environment which helps to inculcate a culture of entrepreneurship amongst the students and faculties with firm understanding of the need to build more job providers as well as the option of considering startups and entrepreneurship as a career option.

Objectives of the practice

- Identification of the best of ideas of creative aspirants and providing them a 'womb' to incubate eventually to transform business start-up.
- Soliciting an entrepreneur through training and skill development, capacity building, networking, access to knowledge and expertise – academic as well as industrial.
- Empowering an idea with all important ingredients and resources aiding its conversion into a successful product or service.
- Helping entrepreneurs to grow holistically with business acumen.
- Contributing to the macro-economic measures of employment generation, balance of trade and increased per capita income.

The Practice

Innovation and Start- up Cell was established to implement National Innovation and Startup Policy (NISP) which provide assistance to the student's startups, idea generators, and casual grass-root innovators, Start-ups/ entrepreneurs. The Cell in a very short span of time has not only created the right voice within the campus, but also started actively engaging with other key entities like Hyderabad Management Association, National Small Industries Corporation, Confederation of Women Entrepreneurs, Harrison Assessment International Limited, Berkadia and many others. The Innovation and Start- up Cell ever since it came into existence has with its constrained resources at disposal been pivotal in creating awareness around the need and significance of the three important aspects of Startup activities – innovation, incubation and entrepreneurship.

Obstacles

Aurora Innovation and Start- up Cell is keen to encourage its faculty members, research scholars and students to convert their innovations and new ideas into commercial ventures for personal, institutional and social benefits. However, when doing this, complexities surrounding actual and potential conflict of interests are expected to arise, especially in the context of their commitment, student education and objective research, as well as their obligations to society.

Impact of the practice

Faculty members and students are continuously engaged in several cutting-edge research areas. However, most of these research outcomes may/may not get translated into commercial products, benefiting the society in general, due to several reasons. To promote entrepreneurship the cell is encouraging faculty members and students to undertake entrepreneurship-related activities.

Resources required

Pedagogical changes need to be done to ensure that maximum number of student projects and innovations are based around real life challenges.

Title: Student Induction Programme

The Context: Students of contemporary era exhibit curiosity of pursuing a shining career in the field of Management and Computer Application, where aspirants embark on their academic journey without determining their interests and goals. This lack of inclination turns into a major roadblock in an academic journey and attainment of goal for students. Besides, the adjustment in a new milieu, peer pressure, expectations of parents and their close supervision, competition, increasing workload and responsibilities and above all individual aspirations shake the spirit of students. Consequently, ample number of promising students suffers from deterioration in their academic performance and some of the students may also turn into dropouts. To aid students overcome this despicable entity, it is the need of the hour to have proper orientation through induction program. Emphasizing on the remedy to these problems, AICTE introduced Induction Program and announced it mandatory for all colleges. Aurora's Induction Program is an attempt to meet the directives and standards set by the AICTE.

Objectives:

- To familiarize the students with the practices of the institutions and extend necessary support, which will ease their stay with the institution.
- To familiarize students with the campus environment and physical facilities
- To build a learning partnership by providing an introduction to the programme of study, the methods of assessment, appeal mechanisms, availability of additional learning support through assessment of learning needs and to provide related information and guidance on employment opportunities, higher education and entrepreneurship.
- To bridge the gaps in the student skill set through necessary bridge courses and orientation programs.
- To provide orientation on Universal Human Values through necessary courses on physical fitness, stress management, yoga and sports.
- To extend support through mentoring and counseling.
- To introduce them to the local environment through local visits and interaction.

The Practice:

Aurora is always keen about bringing together bright and young minds into an congenial academic environment that ensures maximum student development through designated systems and processes, that let them learn, enhance and grow into accomplished professionals with high intellect and morals. When new

students enter an institution, they come from variety of backgrounds with diverse learning experiences, thoughts, backgrounds and preparations. It is important to help them adjust to the new environment and inculcate in them the ethos of the institution with a sense of larger purpose. A one week induction program for MBA and MCA Students entering the institution has been in practice at Aurora from the past three years. The Program mainly focuses on making the students feel comfortable in their new environment. It encourages the students to get to know each other and to become acquainted with the institution, staff, facilities and services. The one week induction program commences with a diagnostic test that estimates the knowledge levels and provides them with the mentor support for further activities of the program as well as for supporting all future needs of the students. The list of activities included in the induction program are Bridge courses that bridge the skill gaps of the students, Physical Activities like sports, yoga and exercises, Creative Arts like painting, carving, performing arts like dance, music, drama etc., Training on Universal Human Values, Interaction with eminent people through lectures and interactive sessions, workshops and training programs on relevant areas, visits to local areas and extracurricular and extension activities through NSS and other student clubs. Feedback from the participants and facilitators is obtained and corrective measures is implemented accordingly. Report on the activity is prepared and displayed in the website and published in the newsletter also for information to all the stakeholders.

Evidence of Success: The induction program that has been in practice from the last few years is found to have note worthy impact on students. The students got easy acquaintance with the system and are able to adopt themselves quickly with the environment. The bridge courses are of much help and student mentoring is appreciated by the student and parent communities. The students are able to showcase their talents through sessions in creative arts and other extracurricular programs organized during the program.

Problems encountered: Implementing the modules for the large strength of students of the institution with point to point time schedule has become a practical problem. Inviting eminent experts from industry and other fields of activity is also another problem that was encountered while implementing the week long induction program.