

## **Best Practice 1: -**

### **Title of the Practice: - Establishment of the Startup and Innovation Cell**

#### **Objectives: -**

- To ignite, nurture and develop the spirit of enterprise among students while creating and building a startups ecosystem.
- To provide students with a platform to interact with aspiring and existing entrepreneurs and mentors.
- To carry out initiatives like interactive talks/sessions, workshops and competitions.
- To encourage students to convert their ideas into successful business ventures.

#### **The Context**

The Government of India's thrust on Atmanirbhar Bharat, Make in India and the Startup India Mission are the backdrop for the establishment of the CIIE at the SPPU, Pune. As a college imparting Business Education, the establishment of this Cell is an effort to contribute towards the development of India's entrepreneurial ecosystem by creating awareness about the possibilities of self-employment. Through the activities of the Cell the College endeavours to nurture the spirit of enterprise in our students and expose them to the idea of starting up. The Cell provides students with a platform to interact with entrepreneurs through workshops, visits, panel discussions, contests, etc. Students are provided with information and exposure to various aspects of entrepreneurship and the startup ecosystem.

#### **The Practice: -**

The Startup and Innovation Cell chalked out its activities for the year according to CIIE, SPPU guidelines. A core committee of students aided by enthusiastic volunteers supported the coordinator in the conduct of the Cell's activities. Workshops on Business Model Canvas, Entrepreneurial Mindset, Creative Thinking and Business Idea Development and Launching a Startup were conducted. A Workshop under the aegis of the Young Entrepreneur Programme of deAsra Foundation was organized in association with the Department of Business Practices of the College. Panel discussions and plenary sessions with entrepreneurs were held. A number of entrepreneurs and startup founders were invited to share their ideas, insights and experiences with students and faculty members. Visits to business establishments were organized and this helped students to get a first-hand view of how a business is run and gave them the opportunity to interact with business owners and

employees to understand their perspectives. According to guidelines of SPPU for the year 2019-2020, the IPR (Intellectual Property Rights) Cell, Social Entrepreneurship Cell and Industry Interaction Cell were constituted under this Cell. An Entrepreneurship Book Club has been formed to meet once a month and enrich our students with insights and experiences from the book of the month. A pool of mentors was created to provide a support system to students. Students were connected with mentors from our pool of mentors to seek direction in this regard. Mentors also visited the College to conduct workshops and interactive sessions. As per CIIE, SPPU guidelines, a College Level Startup Idea Contest was organized. Being the first year it was not easy to motivate students to participate. Judges for the event were Mr. Yogesh Shinde, Co-Founder, Bamboo India and Mr. Rohit Oswal, Co-Founder, Outliers Clothing Company. The contest was won by Ms Anandita Mitras idea "Tennis Cult" bridged the gap between tennis players and their needs, second place was bagged by Mr. Prathamesh Jakka who came up with an idea for a handwriting printer. Winners went on to represent the College at the cluster level contest. All the activities collectively oriented students with regard to research, planning, self-belief, fund raising, customer relationship and people management, brand building, etc all of which are critical ingredients for business success.

#### **Evidence of Success (200 words)**

In the first year of its inception the Cell was able to conduct workshops, interactive talks/sessions, workshops and a startup idea competition for its students. For any new activity to thrive, awareness must be created. Hence, during the first year the Cell organized interactive talks, workshops, panel discussions and visits with the objective of sensitizing students and faculty members towards the concepts of innovation and starting up. As per the directives of the CIIE, SPPU n intra collegiate startup idea contest was conducted and 2 of the best ideas went on to represent the College at cluster level. 2 students, Ms. Anandita Mitra and Mr. Prathamesh Jakka represented the College at the i2e cluster level contest organized by the Centre for Innovation, Incubation and Enterprise, SPPU held at Sadhu Vaswani Institute of Management for Women. Of these 2 students Ms. Anandita Mitra who has been working with Decathlon pitched her sports venture idea to the company and it has taken the form of [www.allforsport.in](http://www.allforsport.in), a one stop online marketplace for coaching and training in sports.

**Problems encountered and Resources Required: -**

Nurturing a Startup and Innovation Cell is a matter of organisational culture and requires organizational commitment. A startup ecosystem requires the involvement and participation of all stakeholders it cannot be achieved by one person alone. Resistance and an unwillingness to participate, attend events and contribute on the part of faculty members were experienced. Majority students' have a greater preference for the stability of jobs vis a vis the risk and uncertainty of starting their own business. Motivating students to attend events proved to be difficult. Building products from scratch is best done by engineering students and students of Commerce and Management find this very daunting.

## **Best Practice 2: -**

### **Title: - Commencement of An Apprentice Embedded Degree Program (Bachelor Of Vocation and BBA Retail Operations)**

#### **Objectives of the Practice: -**

- To provide a judicious mix of skills relating to a profession (On the Job Training) and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are job/employment ready after completion of the programme.
- To provide flexibility to the students by means offering apprenticeship while they learn.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements.
- To provide an opportunity to earn while learning.

#### **The Context: -**

The Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. Ness Wadia College of Commerce, Pune has been nominated by the Ministry of Human Resource Development, Government of India, as one of the few institutions in India to initiate the BBA in Retail Operations. This was the pilot project across the country initiated to check the feasibility of apprenticeship embedded program.

**The Practice: -**

Ness Wadia College of Commerce, Pune has been nominated by the Ministry of Human Resource Development, Government of India, as one of the few institutions in India to initiate the BBA in Retail Operations. The BBA in Retail Operations runs in collaboration and support with Retail Association's Skill Council of India – RASCI (Skill India, National Skill Development Corporation, Ministry of HRD, Government of India), McDonald, a training/industry partner, and Savitribai Phule Pune University, Pune (SPPU). The BBA Program in Retail Operations shall be for three years consisting of six semesters and is a judicious mix of skills relating to general education (theory component) and professional education (skill component) on a credit-based system. It offers a direct gateway to an industry with mandatory practical exposure in the retail store. Students selected for the program will get a stipend from industry partners right from the beginning of the program. This apprenticeship embedded program is designed in a way that students not only get theoretical knowledge but practical knowledge too. Students acquire theoretical knowledge in the college for three days in a week and practical knowledge (On the Job Training-OJT) at the industry partner's workplace for three days in a week. The successful students will be awarded the Degree in both Skills and General education components of the Curriculum by Savitribai Phule Pune University, Pune.

**Evidence of Success: -**

Apprenticeship Embedded Program focuses on universities and colleges providing undergraduate studies which would also incorporate specific job roles along with broad based general education. This would enable the graduates to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate Knowledge. The program was well received by the students since it provides real time practical learning along with general education. It has also impressed students because students get Three years' experience certificate along with a Bachelor degree.

**Problems encountered and Resources Required: -**

- Training components given by Training Partner and Sector Skill Councils were not matching.
- Training partners focus on revenue generation rather than imparting training to students.