

### NAIPUNNYA SCHOOL OF MANAGEMENT INCUBATION CENTRE

#### (NSMIC)

Just as how a baby would be kept in an incubator for a chance to adjust to the real world and get stronger in the process. Similarly, a start-up is incubated in Incubation Centre, which gives them a chance to bring their business in shape, before they reach out to the world. Incubation Centre is a platform focused towards fostering & promoting the entrepreneurial spirit of the students by providing a healthy ecosystem to promote their ideas and researches into successful entrepreneurial ventures. This is an area where students can turn their innovative ideas into viable business proposals. The initial operation will be focused on nurturing innovative ideas, support in developing the business proposal, support with the industry and related departments linkages, identifying the target market, provide space to work, consultation with the faculties, technological guidance, industry exposure, pre-launch & launch activities, feedback system and contact with the investors.

Naipunnya school of Management Incubation Centre (NSMIC) started with an aim to help the students to build a business by providing them with Management Training, Business Plans and prototypes to successfully venture into an enterprise. It is a platform to nurture, foster and develop innovation and entrepreneurial skills among students, researchers and alumni, as well as students from the region. The vision is to promote and realise product oriented innovative and executable ideas and concepts from the students, faculties, alumni and members of the society with a focus on enhancing the quality of life through entrepreneurship development and help them turn ideas into products, processes or services that benefit society as well as industry.



### Vision

Provide a platform for students to transform their innovative ideas into sound business proposals. Our main vision is to facilitate a platform for students to start a business at minimum risk. Incubation will ensure that students have access to all types of assistance which will be generated through mentors with multidisciplinary expertise.

### Mission

Operate as a comprehensive support system that will provide support to students to achieve their dreams. Each member will be supported by industry experts, leadership and faculties. Gives a platform for the students to start their dream projects while in Naipunnya School of Management, Cherthala.

### Objectives:

- ↻ To inculcate entrepreneurial culture among the students.
- ↻ To enhance self-employment opportunities.
- ↻ To organize competitions to sensitize students towards business/ entrepreneurship.
- ↻ To orient students to work on their innovative ideas and to develop their business skills using the resources available within and outside the college.
- ↻ To invite industrial experts for personal grooming.
- ↻ To organize training and workshops for young women incubates.
- ↻ To arrange interactive sessions with successful entrepreneurs.
- ↻ To organize industrial visits to business enterprises.
- ↻ To spread awareness among students and faculty regarding IPR.
- ↻ To strengthen industry interaction of the institution and generate revenues through consultancy work and student start-up.



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