

**Provide the weblink on the Institutional website regarding the Best practices as per the prescribed format of NAAC:**

Describe at least two institutional best practices

**Best Practice I: Innovation & Entrepreneurship Development**

**1. Title of the practice:** Innovation & Entrepreneurship Development

**2. The context that required the initiation of the practice**

The Government of India's strong commitment to innovation and startups has greatly encouraged and supported the implementation of these initiatives at our institute. This has created a vibrant environment where our students are motivated to discover innovative solutions for regional challenges. The institute boasts a wealth of talent, with faculty and students actively engaged in innovative and entrepreneurial activities through the Innovation and Entrepreneurship Cell (IEDC). The institute's culture fosters innovation and provides a supportive atmosphere that encourages student participation in entrepreneurial endeavors.

To further promote innovation, the institute follows a well-planned schedule for conducting training programs, Ideathons, and Hackathons that address both local and global community issues. The institute has created an inclusive ecosystem that nurtures a passion for innovation among young minds, with a clear vision focused on advancing our nation's progress.

With such strong government support, a patronizing ecosystem, and a wide array of activities, our institute cultivates a spirit of innovation and entrepreneurship, empowering students to contribute to the development and growth of our nation.

**3. Objectives of the practice**

At our institute, we have a clear vision and mission to foster an innovative mindset among our students. We strive to create and provide an excellent platform for them to generate solutions for various problems through ideation competitions, hackathons, and numerous social entrepreneurial activities. We recognize the importance of identifying the needs of local community-based markets and directing our efforts towards finding targeted solutions that address those needs. By nurturing the innovation spirit within our students' minds, we aim to empower them to make a positive impact and contribute to society.

**4. The Practice**

Our institute has cultivated a well-supported ecosystem that focuses on fostering innovation among young minds, both for their personal growth and for the progress of the nation. As part of this effort, we are affiliated with the Institution Innovation Council (IIC), an initiative of the Ministry of Human Resource Development's Innovation Cell (MIC) in the Government of India. The IIC aims to create and strengthen a culture of innovation and entrepreneurship in selected higher education institutes, including Vishnu Institute of Technology. Through the IIC, we promote and support students' innovative ideas and sustainable startup ventures.

To nurture a creative and innovative mindset among our students, we have established an Innovation and Entrepreneurship Development Cell at our institute. This cell encourages problem-solving skills, excellence in research, and the development of sustainable business models and startups. It aligns with the vision of building an Atmanirbhar Bharat (self-reliant India).

Additionally, our institute has a dedicated Institution Innovation Council (IIC), established under the Ministry of Education's Innovation Cell, to create a comprehensive ecosystem that fosters a culture of innovation within our institution.

To involve our students in the process of building a resilient rural India, we have established the Rural Entrepreneurship Development Cell (REDC) with support from the Mahatma Gandhi National Council of Rural Education (MGNCRE), under the Department of Higher Education, Ministry of Education, Government of India. This initiative focuses on developing entrepreneurial skills, understanding entrepreneurship in the rural context, identifying rural business potential, and converting ideas into viable commercial concepts.

Our tie-up with the Hyderabad Chapter of TiE (The Indus Entrepreneurs) provides valuable support to our students. They benefit from startup workshops, bootcamp sessions, the Youth Entrepreneurship Academy, and other programs that enhance their knowledge of business, entrepreneurship, and innovative ideation methods. The TiE Hyderabad Chapter offers mentoring support and encourages student participation in various entrepreneurial events such as TiE Grad, TiE Young Entrepreneurs, TYE Summer, Open Mic, Mentor Advisor, Deeptech SIG, Investor Connect, Knowledge Series, Leadership Series, and My Story.

Through these initiatives, we aim to create a vibrant and supportive ecosystem that nurtures innovation, entrepreneurship, and the development of sustainable startups among our students, contributing to their personal growth and the advancement of our nation.

##### **5. Obstacles faced if any and strategies adopted to overcome them**

One of the significant challenges we faced was finding a balance between academic commitments and entrepreneurial activities. Many students expressed interest in engaging with the E-Cell (Entrepreneurship Cell) activities. However, due to the heavy workload from their academic courses, they struggled to dedicate as much time as desired.

To address this issue, the Government of India and the All India Council for Technical Education (AICTE) issued clear instructions to educational institutes. These instructions emphasized the importance of attendance and mandated the allocation of a few weeks in each semester specifically for students to participate in entrepreneurial activities. This proactive measure provided a solution to the challenge we faced.

By implementing these instructions, we were able to create a more conducive environment where students could actively engage in entrepreneurial pursuits without compromising their academic progress. This balance allowed them to explore their entrepreneurial potential and gain valuable hands-on experience, ultimately contributing to their personal growth and the advancement of their entrepreneurial skills.

## **6. Impact of the practice**

The Innovation/IP/Start-up Clinic is a designated counseling and mentoring session that takes place for 2-3 hours on a specific day during a particular week. The Innovation Ambassador (IA) reserves this time to interact with and mentor students, faculty, and staff, addressing their queries related to innovation, intellectual property rights (IPR), and start-ups.

In line with our commitment to promoting innovation and entrepreneurship among young innovators and students, we recently introduced VITe Talks. This virtual platform serves as a means to showcase and promote innovation by inviting eminent leaders, innovators, young entrepreneurs, scientists, researchers, and startups to share their insights and experiences. These talks provide a valuable opportunity for our students to collaborate with experts in their respective fields.

Aligned with the vision of "Sabka Saath, Sabka Vikaas, Sabka Vishwas," we are embarking on this new initiative to foster innovation at VIT Bhimavaram. Our aim is to channelize the mindset of the young generation towards building an Atmanirbhar Bharat, a self-reliant India. Through this ecosystem, we seek to encourage, inspire, and nurture young students by exposing them to new ideas and processes, thereby fostering innovative activities during their formative years.

Our focus is on promoting an innovation mindset in every aspect and unleashing the creative potential of the nation's youth. Through VITe Talks at Vishnu Institute of Technology, we strive to contribute to the nation-building endeavors and support the development of a vibrant and self-sustaining India.

## **7. Resources required:**

Our institute provides a dedicated workplace in the form of an incubation center, along with the support of our faculty, to mentor and encourage students in their entrepreneurial endeavors. We offer access to necessary infrastructure and resources within the incubation center, enabling students to pursue their entrepreneurial activities effectively. Additionally, we organize field trips to nearby incubation centers, giving students the opportunity to visit and learn from existing startups, further enriching their entrepreneurial knowledge and experience.

### **Best Practice II: Campus Recruitment Training**

#### **1. Title of the practice:** Campus Recruitment Training

#### **2. The context that required the initiation of the practice**

In response to the changing job market demands, we have implemented a practice in our institute to enhance students' employability skills. Nowadays, technical competency alone is not sufficient for securing employment; proficiency in quantitative, logical, and verbal aptitude, writing skills, communication, resume building, and coding skills are also essential. To address this, we have introduced aptitude classes alongside regular academic coursework to improve students' problem-solving abilities and aptitude. It is important to note that aptitude encompasses more than just mathematical skills; it also requires a strong foundation in general knowledge and speed mathematics. Given that a majority of our students come from rural backgrounds, where opportunities to communicate in languages other than their mother tongue are limited, we recognize the importance of English communication skills training to help students express themselves confidently. Moreover, we have transitioned from offline to virtual online campus training and virtual mentoring, allowing for

continuous monitoring of student progress by faculty members. Through this comprehensive approach, we aim to equip our students with the necessary skills to excel in virtual recruitment processes and adapt to the evolving employment landscape.

### **3. Objectives of the practice**

Our institute is dedicated to enhancing students' aptitude, written communication skills, and verbal communication skills. We achieve this by providing resource materials and conducting online quizzes to facilitate their learning. We also prioritize the development of problem-solving skills, enabling students to effectively tackle real-world challenges. Recognizing the significance of technical and HR interviews in the recruitment process, we offer virtual learning opportunities to equip students with the necessary skills to excel in these interviews. Furthermore, we ensure personalized attention by organizing one-to-one mentoring sessions for all registered students, facilitated by a TP (Training and Placement) cell coordinator and the respective Head of the Department. Through these initiatives, we aim to empower our students with the capabilities required to succeed in their career pursuits.

### **4. The Practice**

Our practice of enhancing students' aptitude, written and communication skills begins from the 5th semester. Alongside their regular academic coursework, we provide online training materials accessible through computers or mobile devices from any location. Each topic is accompanied by online quizzes of varying difficulty levels: easy, medium, and difficult. A training team monitors students' performance and conducts remedial classes for those who need additional support in specific topics. We place special emphasis on topics that are essential for various companies. To address the increasing trend of online written skills evaluation in industries, we have developed our own grammar evaluation tool, created by a team of students with faculty guidance. This tool automatically evaluates students' written English, providing feedback on grammar and punctuation mistakes. Our platform offers self-practice and assessment questions, enabling students to attempt questions independently from home. After each submission, students receive reports highlighting their mistakes and providing suggestions for the correct answers. Assessment questions are used to evaluate performance and guide future actions. Weekly group discussions and presentations are conducted to improve students' communication skills and boost their confidence. We also conduct resume building sessions, educating students about best practices and common mistakes to avoid. Intra and inter-department faculty members conduct one-on-one interviews to help students overcome interview fears. Coding skills are a major focus, and students are grouped based on their interests and capabilities. We provide specialized training for meritorious students with higher-order coding abilities, targeting niche product companies with lucrative packages. For students at medium and basic skill levels, the training is tailored towards employment in service-level companies. Performance in virtual recorded videos of technical and HR interviews is evaluated, and a leader board is introduced to help students track their progress in problem-solving skills. Through these comprehensive measures, we aim to equip our students with the necessary skills for successful career development.

## **5. Obstacles faced if any and strategies adopted to overcome them**

Balancing academics and campus recruitment training is one of the major challenges we face. During academic exams, we tend to prioritize academics over training, which can affect the students' preparation. Another obstacle is the availability of computer resources. As most of our training is online-based, we often require a sufficient number of computers for students to practice. To address this, we encourage students to utilize mobile devices for exams whenever feasible. Maintaining student motivation throughout the training period is another challenge. Since the training spans four semesters, sustaining focus and momentum is crucial. Dedicated coordinators in each department provide continuous support and guidance to students, particularly during stressful situations. In rare cases, some students may resort to malpractices out of ignorance. Our systems are designed to identify such instances, and we provide special counseling to those students. Time management for online interviews is essential, but some students may neglect its importance. In these cases, mentors regularly counsel and encourage students to prioritize their career development. By addressing these challenges and providing necessary support, we strive to ensure a balanced and successful training experience for our students.

## **6. Impact of the practice**

We have witnessed remarkable progress in the aptitude, written, communication, and coding skills of our students compared to previous years, where the campus recruitment training was limited. This significant improvement has resulted in a higher percentage of students being successfully placed in recent years, consistently exceeding 90%. Notably, we have seen a substantial increase in the number of students securing positions in prestigious product companies such as Amazon, Expedia, Kony Labs, Coviam Technologies, and OpenText, with competitive packages. The notable enhancement in our students' communication skills has played a crucial role in their exceptional performance during interviews. By embracing virtual interview platforms, our students have developed innovative learning methods and gained confidence and preparedness to excel in the virtual recruitment process.

## **7. Resources required:**

A dedicated team of faculty mentors, computers to practice, and internet connection.