

CWE - SSR Best Practice

Best Practice 2:

1. Title: Centre for Women's Entrepreneurship (CWE);

2. **Objectives (100 words)** –Sowing the seed of entrepreneurship by setting up of Entrepreneurship Development Cell in the year 1993 that is now growing into a robust initiative which was formally inaugurated in August 2017

Motto:

Educate Empower Elevate

Vision Statement

CWE aims to create an environment that promotes and stimulates the spirit of entrepreneurship among the students of the College.

Mission Statement

CWE seeks to achieve the spirit of entrepreneurship through educational programs, events, activities and research.

Aim:

To infuse Entrepreneurial thought and action through Guest lectures, Visits, Mira Bazaar, Workshops, Team Building Activities, Creativity Exercises, Ideation/Business plan competitions etc

3. The Context (150 words)

The Mission Statement of the college is "To empower and equip women students through an integrated education of the Head, Hand and Heart, to successfully meet the challenges of competitive work". In line with our mission statement, CWE encourages students across all streams viz Commerce, Management, Humanities and Science, to nurture an entrepreneurial mindset, and explore career opportunities in Entrepreneurship & self-employment. By bridging the gap of theory and practical, we aim to create entrepreneurial awareness through curricular and co-curricular activities. Through its various initiatives it creates a vibrant platform for students to showcase their entrepreneurial skills and talents. It assists students inclined towards entrepreneurship in reinforcing their entrepreneurial motives, and attaining competencies and skills which is essential for performing an entrepreneurial role successfully. The main motive of CWE is to strengthen & increase the number of student entrepreneurs on campus. In addition, we also nurture an intrapreneurial mindset among the students of the college.

4. **The Practice (400 words)** Since 2017, CWE has taken baby steps and been successful in creating an entrepreneurial awareness among the students of the college. Many students have been guided/mentored to convert their business ideas into small businesses.



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An Institution Innovation Council (IIC) was established under the umbrella of CWE in October 2020, with an establishment certificate from Ministry of Education (MoE), Government of India.

The primary mandate of MIC is to encourage, inspire and nurture young students to work with new ideas and transform them into businesses while they are in their formative years.

The CWE-IIC organises various activities and initiatives as laid down by the MIC like innovation and entrepreneurship-related activities prescribed by Central MIC in time bound fashion, identify and reward innovations and share success stories, organize periodic workshops/ seminars/ interactions with entrepreneurs, investors, professionals and create a mentor pool for student entrepreneurs, network with peers and national entrepreneurship development organizations, organize idea competition, mini-challenges etc. with the involvement of industries.

CWE has been awarded a certificate in 2018 by SPPU-CIIL for establishing an Innovation & Start-up Cell on campus. Centre for Innovation, Incubation & Linkages at SPPU is set up to promote innovative start-ups through the University ecosystem.

CWE and Centre for Social Entrepreneurship, TISS (Mumbai) have signed an MoU in August 2019 valid for three years. Both TISS & CWE are working towards supporting start-ups social ventures/enterprises and hence agree to collaborate in a mutually satisfactory manner in order to support the creation of a vibrant ecosystem to foster entrepreneurship in the social enterprise space.

CWE set up a Rural Entrepreneurship Development Cell (REDC) in the college in 2020. The Purpose of REDC is to explore and promote Rural Entrepreneurship culture among the students within the campus and build a strong Rural Entrepreneurial Ecosystem.

Hosting TedX, gives hands-on experience to the student's right from deciding the theme, license, sponsorships, speakers on board and hosting the event successfully. We use various college events for branding of CWE.

In addition, trained faculty Innovation Ambassadors hand hold and support student entrepreneurs in complying with legal formalities like registration, TM & Logo registration, social media marketing, networking and collaborations.

Mentoring support is provided for Business plan preparation, Business modelling, branding and funding assistance is also available.

Regular discussions and brainstorming sessions on Ideation, I2O mapping and feasibility analysis in consultation with domain specific experts.

5. Evidence of Success (200 words) . CWE has shown incremental improvements in fostering an entrepreneurial ecosystem and nurturing an entrepreneurial mindset among the students. We are privileged to announce that we functioned as a facilitation centre to create awareness and disseminate information about the National Entrepreneurship Awards (NEAS) 2017 under the Ministry of Skill Development and Entrepreneurship (MoSDE).

The Establishment of the IIC, Start-up Club and IPR cell and the virtual platform has created a plethora of opportunities for the members of CWE. Our students were able to attend/participate in a host of events and activities at the National and International level. Our



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students have participated in National level quiz competitions, PPT competitions and have brought laurels to the institute and for themselves.

A Online catalogue of 25 student entrepreneurs was created in 2021 and the 1st edition of coffee table book 'Zenith-a student entrepreneurial journey' was launched in March 2022

In 2021 The Institution Innovation Council (MOE, Govt. of India) received the annual performance star ranking of 3.5. This year 2680 colleges from across India participated in the Annual Performance Ranking. As a non-technical college with a star ranking of 3.5, we have been recognized as a college with great potential for promoting Innovation, Entrepreneurship & IPR.

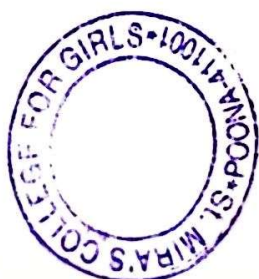
All this has been achieved as a self-funded initiative.

6. Resources Required (150 words):

- To encourage students with interesting business ideas to transform them into venture creation.
- Keep the students motivated to continue in their business despite the challenges of entrepreneurship.
- To arrange for domain specific sessions that will encourage students to explore entrepreneurial opportunities in social and technology related sectors.
- Impact assessment and incremental growth projections to be done on an annual basis.
- Exploring support from Alumni Network in collaborative initiatives like raising funds, mentoring and organising National level competitions.
- Management approval and support for networking and collaborative initiatives with other IIC HEIs.
- To introduce the basics of Entrepreneurship and self employment as a part of the curriculum across all streams.
- Using Social-Media Platforms for a wider reach to keep the inhouse and external stake-holders informed about the various initiatives.
- Two dedicated faculty and one intern to conceptualise, implement and monitor the various initiatives of MoE, GoI like NISP & ARIIA Ranking.

7. Notes: Practices to be adopted as Best Practices in other Institutes

- Mentor institute to conduct an orientation cum vision building/mentoring sessions for all the key functionaries of IIC members of mentee institutions.
- Mentor institute to take part in the quarterly progress meeting of mentee IIC institutions and provide guidance on planning, action plan preparation and improvisation of I&E activities to be conducted in the mentee institutions
- Motivate and guide other institution to set up IIC as per the guidelines of MOE.
- Motivate and guide other institutions to set up REDC to promote Rural Entrepreneurship under MGNREC
- CWE membership open to women entrepreneurs and create a platform for women entrepreneurs and provide them with domain specific resources.
- Incubate and guide other colleges with facilities of a start-ups.
- Collaboration with International Universities/entrepreneur enablers.



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