

SRI DEVARAJ URS ACADEMY OF HIGHER EDUCATION & RESEARCH

TAMAKA, KOLAR – 563 103.

Research and Development Cell

Sri R L Jalappa Innovation and Incubation Cell

Event Report

Name of Event: "Cultivating a culture of innovation"

Name of Department: R & D Cell, SDUAHER; SRLJIIC, SDUAHER

Date of the event: 10.05.2025

Sl. No	Event Report
1.	Level of Event – Institution
Institution	
2.	Background / Introduction
<p>The session on "Cultivating a Culture of Innovation: Join the Movement" was designed to introduce undergraduate students of SDUAHER to the foundational concepts of innovation and incubation, inspiring them to actively contribute to and foster an innovative environment within the institution.</p> <p>The session aimed to:</p> <ul style="list-style-type: none">• Define innovation and incubation as key pillars for building a vibrant innovation culture.• Explain the importance of cultivating a pervasive culture of innovation.• Discuss the integral role of incubation centres and higher education institutions in nurturing and sustaining such a culture.• Highlight national frameworks like the National Innovation and Start-up Policy (NISP) and institutional mechanisms like the Institution's Innovation Council (IIC) that support and drive an innovation culture.• Showcase success stories of innovative companies as inspiring examples of a thriving innovation culture in action.	

- Outline the practical steps to create a supportive incubation ecosystem and emphasize the benefits for students engaging with and contributing to this culture of innovation.

Dr. Likith M began the lecture by defining innovation as the process of translating ideas into goods or services that create value, and incubation as the systematic process of nurturing early-stage ideas or startups to help them grow and succeed. He emphasized how these processes are fundamental to establishing and promoting a genuine culture of innovation.

The importance of fostering an innovation culture was emphasized, highlighting its contribution to economic growth, positive societal change, and the development of critical thinking and problem-solving skills among students. The lecture further elaborated on how a strong innovation culture fosters new industries, creates jobs, boosts productivity, addresses real-world challenges, improves quality of life, creates competitive advantages, and empowers individuals to become change-makers.

The role of incubation centres in supporting startups through mentorship, funding, and resources was discussed as a critical component of the innovation culture, detailing key features such as access to infrastructure, expert guidance, and networking opportunities. The ways in which higher education institutions can actively cultivate innovation, including building robust incubation centres, organizing hackathons and workshops, and integrating entrepreneurship courses into the curriculum, were also highlighted as essential for embedding innovation into the institutional fabric.

Government initiatives designed to nurture this culture, such as the National Innovation and Start-up Policy (NISP) and the role of the Institution's Innovation Council (IIC), were presented. The NISP provides a guiding framework for higher

education institutions to promote student-driven innovations and startups, while IICs are instrumental in organizing events and activities that build and support a campus-wide innovation culture.

To inspire the students and illustrate the impact of such a culture, success stories of innovative companies like Mamaearth and Zepto were shared.

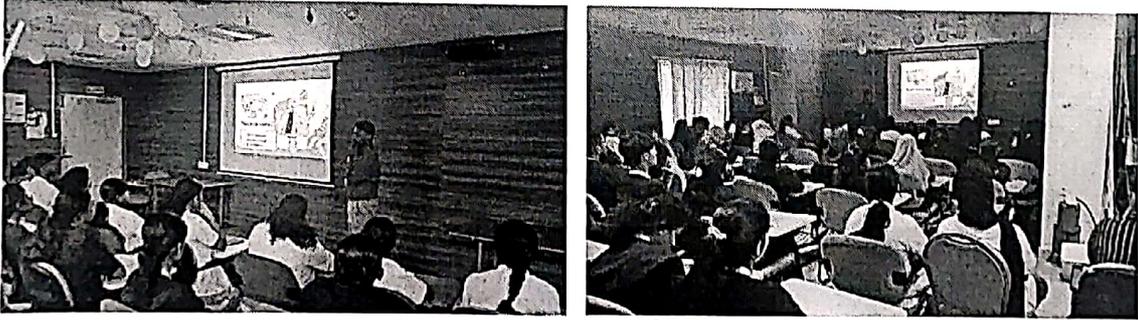
Key Takeaways (presented by Dr. Sudarshan K):

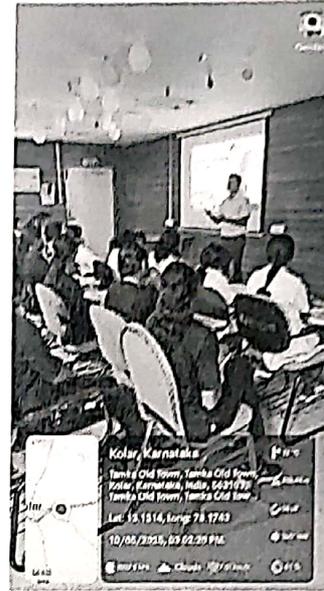
- Cultivating a culture of innovation, supported by effective incubation practices, is crucial for driving economic growth and societal change.
- Higher education institutions play a vital role in actively fostering and embedding a culture of innovation among students.
- Supportive government policies and institutional initiatives are key enablers for developing and sustaining a widespread innovation culture.
- Engaging with and contributing to an innovation culture provides students with valuable skills, diverse opportunities, and a forward-thinking mindset.

Recommendations:

- Encourage students to actively participate in IIC events and activities to immerse themselves in and contribute to the innovation culture.
- Provide accessible and regular platforms for students to showcase their innovative ideas, thereby fostering a visible and supportive culture of innovation.
- Facilitate consistent mentorship opportunities with successful entrepreneurs and innovators to guide students within this innovation culture

3.	Venue
Physiotherapy AV Hall, Department of Physiotherapy, SDUAHER, Kolar.	

4.	Sponsors:
NIL	
5.	Inauguration
NA	
6.	Speakers
Faculty: Dr. Likith Shetty & Dr. Sudarshan K. Moderators: Dr. Kalyani R & Dr. Ashwini N S	
7.	Participants & Delegates – Number with names
Undergraduate students of Allied Health Sciences (AHS) and Basic Sciences (BS), Physiotherapy, SDUAHER and Undergraduate students of the Speech Pathology and Audiology, SDUAHER.	
8.	Prize Distribution etc....
NA	
9.	Valedictory Ceremony
NA	
10.	Highlights of Events including Photos :
	



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