EASWARI ENGINEERING COLLEGE
(An Autonomous Institution)
(A Unit of SRM Group of Educational Institutions)
Bharathi Salai, Ramapuram, Chennai 600089
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BEST PRACTICE

1. **Title of the Practice**

   P.R.I.D.E (Project Research Innovation Design Entrepreneurship)

2. **Objectives of the Practice**

   The objective of P.R.I.D.E (Project Research Innovation Design Entrepreneurship) is to foster a comprehensive approach to innovation and entrepreneurship by integrating research, design, and entrepreneurial principles. This initiative aims to cultivate a culture of creativity and problem-solving, empowering individuals to tackle real-world challenges through interdisciplinary collaboration. By encouraging project-based learning, P.R.I.D.E seeks to develop practical skills, critical thinking, and adaptability in participants, preparing them for success in the rapidly evolving landscape of innovation and entrepreneurship. Through hands-on experiences, mentorship, and access to resources, P.R.I.D.E aims to nurture a new generation of innovators and entrepreneurs who are equipped to make meaningful contributions to society and drive positive change in their communities.

3. **The Context**

   P.R.I.D.E (Project Research Innovation Design Entrepreneurship) operates within the framework of fostering innovation and entrepreneurial spirit. It provides a platform for individuals to explore their creative potential and develop practical solutions to real-world problems.

   In the context of education, P.R.I.D.E offers a dynamic learning environment where students engage in hands-on projects that require research, innovation, design thinking, and entrepreneurial skills. This approach encourages active participation, collaboration, and experimentation, helping learners to apply theoretical knowledge to practical scenarios.

   Moreover, P.R.I.D.E emphasizes the importance of interdisciplinary collaboration, bringing together individuals from diverse backgrounds such as engineering, design, business, and social sciences. By encouraging cross-pollination of ideas and perspectives, it catalyzes innovation and fosters a culture of open-mindedness and creativity.

   Beyond academia, P.R.I.D.E also serves as a bridge between the academic and entrepreneurial ecosystems, providing resources, mentorship, and networking opportunities for aspiring entrepreneurs. Through initiatives like incubation programs, pitch competitions, and industry partnerships, it supports the translation of innovative ideas into viable businesses, contributing to economic growth and societal development.

   Overall, P.R.I.D.E represents a holistic approach to nurturing innovation and entrepreneurship, with a focus on empowering individuals to drive positive change and make meaningful contributions to society.

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AUTONOMOUS

4. **The Practice**

The practice of P.R.I.D.E (Project Research Innovation Design Entrepreneurship) embodies a multifaceted approach to cultivating innovation and entrepreneurship. It encompasses various elements that together create a dynamic ecosystem for individuals to explore, innovate, and translate ideas into impactful solutions. Here's an in-depth look at how P.R.I.D.E is practiced:

Project-Based Learning: At the core of P.R.I.D.E is the emphasis on project-based learning. Participants engage in hands-on projects that require them to apply theoretical knowledge to real-world challenges. These projects are often interdisciplinary in nature, encouraging collaboration across different fields and disciplines. By working on concrete problems, individuals develop practical skills, critical thinking abilities, and a deeper understanding of the innovation process.

Research: Research forms an integral part of P.R.I.D.E, providing the foundation for innovation and problem-solving. Participants are encouraged to conduct thorough research to understand the context, identify key issues, and explore potential solutions. This may involve literature reviews, data analysis, market research, and user interviews. Research serves as the basis for informed decision-making throughout the project lifecycle, ensuring that solutions are grounded in evidence and relevant to the needs of stakeholders.

Innovation: P.R.I.D.E fosters a culture of innovation by encouraging participants to think creatively, explore new ideas, and challenge conventional thinking. Innovation can take many forms, from product design improvements to process optimization and disruptive technologies. Through brainstorming sessions, design thinking workshops, and experimentation, individuals are empowered to push the boundaries of what is possible and explore innovative solutions to complex problems.

Design Thinking: Design thinking is a key practice within P.R.I.D.E, guiding participants through a structured approach to problem-solving and innovation. This human-centered methodology emphasizes empathy, collaboration, and iterative prototyping. Participants are encouraged to deeply understand the needs and experiences of end-users, identify opportunities for improvement, and rapidly prototype and test potential solutions. Design thinking helps to ensure that solutions are user-centric, intuitive, and effective in addressing the underlying problem.

Entrepreneurship: P.R.I.D.E recognizes the importance of entrepreneurship in turning innovative ideas into sustainable ventures. Participants are exposed to entrepreneurial principles and practices, including business model canvas development, market validation, fundraising, and pitching. Entrepreneurship is not limited to starting new businesses; it also encompasses intrapreneurship within existing organizations and initiatives aimed at driving social impact. Through mentorship, networking opportunities, and access to resources, P.R.I.D.E supports aspiring entrepreneurs in navigating the challenges of starting and scaling ventures.

Collaboration and Networking: Collaboration is a cornerstone of P.R.I.D.E, fostering an environment where individuals from diverse backgrounds can come together to share

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ideas, collaborate on projects, and learn from one another. Networking opportunities, such as workshops, seminars, and industry partnerships, provide avenues for participants to connect with experts, mentors, and potential collaborators. Collaboration not only enhances the quality of projects but also creates opportunities for serendipitous discoveries and unexpected synergies.

Impact and Sustainability: P.R.I.D.E emphasizes the importance of creating solutions that have a positive impact on society and are environmentally sustainable. Participants are encouraged to consider the broader implications of their projects, including social, economic, and environmental factors. This may involve conducting impact assessments, incorporating ethical considerations into decision-making, and designing solutions that are inclusive and accessible to all. By prioritizing impact and sustainability, P.R.I.D.E ensures that innovation and entrepreneurship are drivers of positive change and responsible stewardship of resources.

In summary, the practice of P.R.I.D.E involves project-based learning, research, innovation, design thinking, entrepreneurship, collaboration, and a focus on impact and sustainability. By integrating these elements, P.R.I.D.E creates a dynamic ecosystem that empowers individuals to tackle complex challenges, drive innovation, and create meaningful change in their communities and beyond.

5. Evidence of Success

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Participants: more than 5500 and winners/awards: more than 750.

Dept.	2020-2021	2021-2022	2022-2023	2023-2024	Total
AUTO	67	84	52	56	259
AI & DS	42	32	115	126	315
BME	32	35	124	128	319
CIVIL	64	117	160	165	506
CSE	352	284	272	282	1190
CSE (AIML)	-	-	26	33	59
CSE(CS)	-	-	20	26	46
ECE	524	532	285	292	1633
EEE	143	264	104	178	689
EIE	87	97	98	96	378
IT	312	314	235	279	1140

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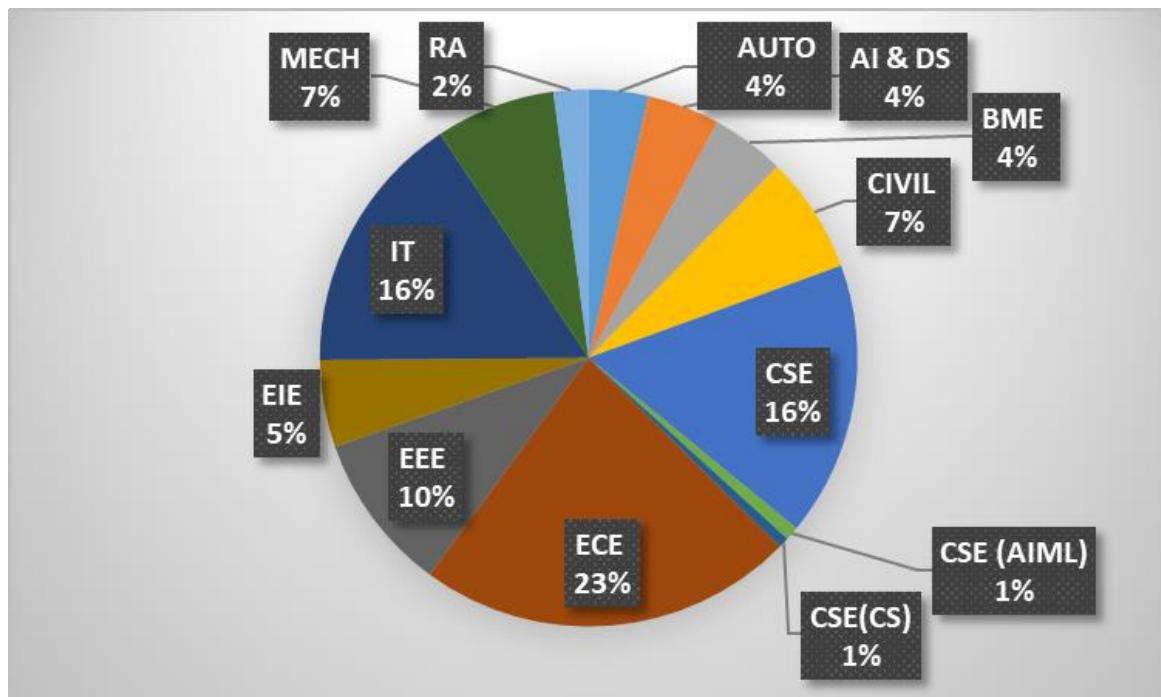### (A Unit of SRM Group of Educational Institutions)
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MECH		142	174	87	116	519
RA		26	31	62	32	151
		1791	1964	1640	1809	7204

Academic Year 2023-24

S.No	Event Name/Description	No of Students participated	No of prizes Won / Round Clearence

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1	Smart India Hackathon-2023	100 Teams	1 team (CSE)-Won First place 1 team (AI&DS) - Won Third place
2	Dark Pattern Buster Hackathon	65 students	1 team-Finale Round(CSE-AIML)
3	Tomato Grand Challenge-2023	100 students	I team finalized(IT) 1 team cleared 2nd round (AI&DS) 3 team cleared 2nd round(ECE)
4	Project Day - 2024	81 teams-256 students (Stream 1,2,3)	Stream 1 – 1st place –EEE 2 Place –ECE,EEE 3 Place – BME,EIE,ECE
	Project Day - 2024	81 teams-256 students (Stream 1,2,3)	Stream 2 – 1st place –AUTO 2 Place –RA,MECH 3 Place – CIVIL ,MECH
5	Project Day - 2024	81 students-256 students (Stream 1,2,3)	Stream 3 - 1st place –MBA 2 Place –CS,AI&DS 3 Place – CSE,IT,
6	AICTE-The Inventors Challenge-2024	3 teams- 9 students Idea submitted	On going
7	SRM Fintech Hackathon	12 teams-36 students Idea submitted	On going
8	Code'her Hackathon'24	1 team ,3 students submitted	Participated
9	Virtual Project Vista'24	1 team , 3 students submitted	On going
10	Hackfest Hackathon -SA Engineering college,Chennai	2 team participated	1(CSE)-Winner 1(AI&DS)Winner

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11	CODE CRUNCH-Ramachandra Institute of Technoogy	1 team participated (6 students)	1(AI&DS)-WINNER
12	MINDCRAFT-KARUNYA Institute of Technology ,Coimbatore.	1 team participated(2 students)	1(AI&DS)-WINNER
13	TNSDC -Naan Mudhalvan Niral Thiruvizha Scheme	75 teams participated	21 teams Shortlisted with Rs.10,000

Academic Year 2022-23

S.No	Event Name / Description	No of students participated	No of prizes Won / Round Clearence
1	Smart India Hackathon-2022	37 teams	CSE team won winner prize ECE one team participated in Finale
2	Pals Project Competition	2 teams	One team won the winner prize
3	Insta Minds	19 teams	5 students won prizes
4	e- Sim Marathon-2022	38 students	2 students won Excellent Award
5	MSME Idea Hackathon	7 teams	-
6	Tata Imagination	32 teams	3 teams won the prize
7	Project Day-Jeppiar	6 teams	2 teams won prize
8	KLA Girls Hackathon	6 teams	3 teams won the winner prize
9	National Level Cyber Hackathon-Cybercratz 1.0 -KCG	32 students	12 students won the prize

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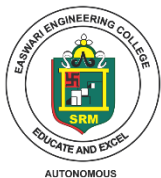Approved by Govt. of Tamil Nadu &AICTE, Affiliated to Anna University, Chennai
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10	Olimayam 2.0 – an Annual startup Contest – Selam	7 teams	Participated
11	KAVACH - 2023	43 teams	Participated
12	Technology Enablement Meet & Exibition	20 students	
13	Innovision 2023, A National Level Exhibition Venture – Rajalakshmi Engineering College	6 teams	Participated

Academic Year 2021-22

S.No	Event Name / Description	No of Students Participated	No of Prizes Won / Round Clearance
1.	COVID 19 Hackathon	4 Batches, 9 Students	**National Level Winner Won 50,000 Cash Prize**
2.	MHRD IIC Contest	10 Batches, 40 Students	5 Batches, 20 Students
3.	Sikkim Manipal Institute of Technology (SMIT) Prototype Challenge	17 Batches, 68 Students	3 Batches, 12 Students
4.	AUIC Retail Hackathon	3 Batches, 15 Students	2 teams shortlisted for 3 round.
5.	Indeed Coding Competition	6 Students	2 students shortlisted for 3 round.
6.	AGRI India Hackathon	17 teams, 65 students	**1 team, 5 students-Participated in Grand Finale**
7.	National Bio Entrepreneurship by Biotechnology Industrial Research Assistance Council (BIRAC) & Centre for Cellular and Molecular Platforms (C-CAMP)	4 Batches, 24 Students	Participated.
8.	Aatmanirbhar Bharat organized by VIBHA	13 Batches, 39 Students	Participated.

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	(Vijnana Bharati) and Unnat Bharat Abhiyan		
9.	Poornima Hackathon	3 teams, 6 students	**1 team with 4 students Participated in Grand Finale**
10	e-SIM MARATHON-2021	38 students	**5 students won National level awards in Excellent, very good, and good category.**
11.	Gov Tech Thon Organized by Oracle, NIC and IEEE Society	6 Batches, 30 Students	-
12.	HERO CAMPUS Challenge Organized by Hero MotoCorp Limited	14 Batches, 42 Students	Shortlisted for 3 round-14 Batches, 42 Students
13.	AICTE Chhatra Vishwakarma Awards 2021	12 Batches, 48 Students	5 Batches, 20 Students
14.	e-SIM MARATHON-Mixed Analog Mode.	128 students	2students won National level awards in Excellent category with Rs. 5000/ cash award each.
15.	Yuva Innovator	12 teams	5 Teams from ECE Shortlisted for final round.
16.	Code Gladiators	14 students	1 student from IT won the first prize.
17.	PALS-NEXGEN 3D Hackathon	8 teams	1 Team - BME & AI & DS won the prize.
18	Manthan Hackathon	5 teams	1 Team – MBA won the prize.
19.	Young Earthpreneurs Award		1 Student – EEE won the award.
20.	Mistral HACKFEST HACKATHON-2022	6 teams	1 Team - ECE 1 Team – EEE, 1 Team – Mech shortlisted for finals.
21.	Smart India Hackathon-2022	50 teams	one team won the inspiration award with a cash prize of Rs. 25000 for the innovation of new technology under the Student Innovation Category. The second team received the certificate with consolation prize for best competency.

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22.	CIVILIZATION 2022 - Conducted by Dept. of Civil Engg, Anna University, Guindy.	5 teams	A team of Civil and IT students won the first Prize with Rs. 5000/- cash award.—Project Display 1 team from Civil won the first place with Rs.2000/- cash award for Project Contest.
23.	PALS ANALYZE COMPETITION -2022 By IIT Madras.	2 Students from ECE and 2 Students from IT.	The Team won the winner Prize .
24.	TATA IMAGINATION CHALLENGE 2022.	142 Students	5 Students from CSE and 2 Students from ECE got selected for final round.
25.	MSME IDEA HACKATHON-2022	65 Teams	On going.
26.	Debug-A-Thon Saveetha Institute of Medical and Technical Science.	8 students	1 student from RA won Third prize.
27.	NIQR - National Institute of Quality and Reliability organized a Quiz program on "TQM PRINCIPLES"	15 Students	6 ECE Students selected for final round and won the Prize.
28.	TVS Credit – IT Challenge.	30 Teams	On going.
29.	IBM Hack Challenge 2022 powered by SmartInternz, in collaboration with IBM Global University Programs & AICTE.	15 Teams-45 Students.	On going.

6. Problems Encountered and Resources Required

While P.R.I.D.E (Project Research Innovation Design Entrepreneurship) offers a comprehensive approach to fostering innovation and entrepreneurship, several challenges may be encountered along the way. These challenges could include:

Resource Constraints: Limited access to funding, equipment, and facilities may hinder the execution of projects within P.R.I.D.E. Securing adequate resources is essential to

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support research, prototyping, and other activities essential for innovation and entrepreneurship.

Interdisciplinary Collaboration: Collaboration across diverse disciplines can be challenging due to differences in language, methodology, and priorities. Effective communication and teamwork strategies are necessary to ensure productive collaboration and harness the full potential of interdisciplinary approaches.

Scaling Impact: While individual projects within P.R.I.D.E may achieve success, scaling impact and ensuring long-term sustainability can be challenging. Developing strategies for scaling projects, securing additional funding, and fostering partnerships with stakeholders are essential for maximizing impact.

To address these challenges, several resources are required:

Funding: Adequate financial resources are necessary to support project execution, research activities, prototyping, and other essential components of P.R.I.D.E.

Mentorship and Guidance: Access to experienced mentors and advisors who can provide guidance, feedback, and support throughout the innovation and entrepreneurship process is invaluable.

Infrastructure and Facilities: Access to well-equipped laboratories, maker spaces, and collaborative workspaces is essential for conducting research, prototyping, and project development within P.R.I.D.E.

Networking Opportunities: Platforms for networking, such as workshops, seminars, and industry events, provide opportunities for participants to connect with experts, potential collaborators, and funding sources.

Access to Experts and Industry Partners: Collaborations with industry partners, experts, and stakeholders provide access to domain-specific knowledge, resources, and opportunities for real-world application and validation of projects.

By addressing these challenges and providing necessary resources, P.R.I.D.E can effectively support innovation and entrepreneurship initiatives and empower participants to create meaningful impact in their communities and beyond.

7. Notes (Optional)