

7.3 Institutional Distinctiveness

7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust

Response: S-iSpace (Siddhartha Innovation Space)

Context:

- P B Siddhartha College of Arts & Science located in Vijayawada City which is developing very fast as it is now situated in the new Capital Region Development Area (CRDA) of the Andhra Pradesh. Many challenges are there in improving Greenfield capital city named 'Amaravati' which is aimed to be one of the world's best capital cities. But these challenges are creating many opportunities to those who want to venture into entrepreneurial roles.

Research:

- Primary research has been carried out to get first-hand information from nearly two hundred students of different colleges run by Siddhartha Academy of General and Technical Education.
- The finding from primary research corroborated with secondary data in the public domain sourced by various governmental agencies such as APSSDC, NSDC, APSICHE and APIS.

Some of the key themes emerged out of this exercise were listed below:

- The ideas that the students having are at very primitive level and they need mentoring support to take them to next level;
- They are still individualistic in their approach and not understanding the importance of working in teams;
- Many of them have poor communication skills and not familiar with the presentation of their ideas effectively in front of experts;
- Most of them unaware of many government schemes that are designed to promote start-

up ventures;

Aim:

- To establish 'Incubation Cell' titled as **S-iSpace** (Siddhartha Innovation Space) at our institution to provide platform for the students to share their ideas and seek clarifications from experts about the prospects of their proposed business plans and start their entrepreneurial journey at young age.

Objectives:

- To nurture, counsel, mentor students and leading them to think and do entrepreneurial activities;
- To facilitate regular interaction among students, start-up promoters, officials, executives, and other stakeholders;
- To provide information about various institutions supporting entrepreneurial activities through their schemes such as MSME, NSIC, EDIL, DST, DICs, and KVIC;

Expected Outcome:

- This initiative is expected to benefit students with ideas to start their entrepreneurial journey at college level. They are expected to get the necessary expert advice and counselling at free of cost. It will also ignite the spirit among students to think on their own and pursue meaningful career in their chosen field. The college is expected to have Networking opportunity with the key stakeholders from industry, government and other promoting bodies in the field of entrepreneurship. This will make students to be job creators than job seekers.

Conclusion:

- Seven students led startup ideas were finalized in which one got finally registered as business firms and six students have initiated well doing business through social media links on facebook, instagram. All these student led ventures started websites and operations. You may visit them:
 - www.tailorawala.in

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