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. As the job structures are changing fast and employability options are limited in their interested areas many youngsters want to pursue their own careers and make their mark with their own start[1]ups. The recent success of many start-ups in India such as Ola cabs, Oyo rooms, Redbus, Flipkart has spurred the interest in youngsters.

Research: Primary research has been carried out to get first-hand information from nearly two hundred students from various disciplines such Business Analytics , Computers, Business Administration, Electronics by conducting focus group meetings. The finding from primary research corroborated with secondary data in the public domain sourced by various governmental agencies such as APSSDC, NSDC, APSCHE and APIS. We browsed their websites and also reviewed some of the articles appeared in various newspapers, magazines. This has given us initial understanding about the aspirations of youngsters and their understanding about the type of ideas and skills they have. Some of the key themes emerged out of this exercise were listed below:

Many students are motivated by the success of start-ups such as UBER, OYO Rooms, Facebook, Redbus, Ola Cabs etc. 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; They hesitate to share their ideas fearing that they may be copied by others; Most of them unaware of many government schemes that are designed to promote start-up ven stretures;

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; To collaborate with APIS and STARTUP SQUID to create necessary eco system to facilitate start up culture in this part of the state. To get the all needed support from successful promoters to our students in fulfilling their entrepreneurial aspirations;

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 counseling 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: Five students led start up ideas were finalized in which one got finally registered as business firm and four students have initiated well doing business through social media links on face book and instagram.

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Innovative application: The students have identified that in absence of the students and staff the lights and fans were running unnecessarily in the library. So they were motivated to take measure to control the wastage. Hence the students of electronics department developed a sensor based innovative application named as 'Light Control on Human Presence' in the library