

## ❖ **ABOUT INSTITUTION'S INNOVATION COUNCIL (IIC)**

### **"Inspiring Ideas, Nurturing Innovation, Creating Future Entrepreneurs."**

The Institution's Innovation Council (IIC) at Jyothy Institute of Commerce and Management serves as a catalyst for promoting innovative thinking, creativity, and entrepreneurial mindset among students and faculty members. The council functions as an integral part of the institution's academic ecosystem by creating opportunities for learners to explore ideas beyond the classroom and apply knowledge to real-world challenges.

At JICM, innovation is viewed as a continuous learning process that encourages curiosity, collaboration, and problem-solving. The IIC provides a platform for students to engage in ideation activities, entrepreneurship awareness programmes, industry interactions, skill-development initiatives, research-oriented discussions, and intellectual property awareness programmes.

The council actively works towards creating an environment where students are encouraged to think critically, develop innovative solutions, and build competencies that enhance their academic and professional growth. Through various initiatives conducted throughout the year, the IIC contributes to nurturing future-ready graduates who possess the confidence to innovate, lead, and create meaningful impact in society.

The Institution's Innovation Council reflects JICM's commitment to fostering a culture of innovation, lifelong learning, and excellence, thereby strengthening the institution's vision of holistic education and student empowerment.

### **Vision**

To cultivate a dynamic and inclusive innovation ecosystem that inspires students and faculty to think creatively, embrace emerging opportunities, and develop solutions that contribute to personal growth, institutional excellence, and societal progress.

### **Mission**

- To foster a culture of innovation, creativity, and critical thinking across academic disciplines.

- To encourage students to explore entrepreneurial opportunities and transform ideas into actionable initiatives.
- To facilitate meaningful engagement with industry experts, innovators, entrepreneurs, and researchers.
- To promote awareness of intellectual property rights, research ethics, and innovation-driven learning.
- To provide platforms for experiential learning that enhance problem-solving, leadership, and collaborative skills.
- To strengthen the institution's commitment to innovation-led education and lifelong learning.

### **Objectives**

1. To foster a culture of innovation and creative thinking by encouraging students and faculty to explore new ideas, perspectives, and solutions to contemporary challenges.
2. To promote experiential and application-oriented learning through activities that bridge academic knowledge with real-world practices and industry expectations.
3. To nurture entrepreneurial competencies among students by providing opportunities for ideation, leadership development, and exposure to entrepreneurial ecosystems.
4. To strengthen awareness and engagement in research, innovation, and intellectual property creation through capacity-building programmes and collaborative initiatives.
5. To build a sustainable innovation ecosystem within the institution that supports continuous learning, collaboration, and the holistic development of future-ready graduates.

### **Key Focus Areas**

- Innovation and Design Thinking
- Entrepreneurship Development
- Startup Awareness and Support

- Intellectual Property Rights (IPR)
- Industry Interaction and Experiential Learning
- Research and Innovation Culture
- Skill Development and Capacity Building

❖ ORGANOGRAM



❖ **IIC COUNCIL STRUCTURE**

<b>Role</b>	<b>Name</b>	<b>Department</b>	<b>Designation</b>	<b>Qualification</b>	<b>Experience (Years)</b>
President	Dr. S. Sathyeshwar	Institution Administration	Principal	Doctorate	-
Vice President	Dr. Manjunath Menedhal	MBA	Associate Professor	Doctorate	25
Convenor	Mr. Paniraj M. A	IQAC	Assistant Professor	Post Graduate	19
Internship Activity Coordinator	Mr. Chethan Kumar S	Commerce	Assistant Professor, HoD	Post Graduate	6
Startup Activity Coordinator	Dr. Srikanth Rajath K G	BBA	Associate Professor	Doctorate	22
Social Media Coordinator	Mr. Vallabh Mahale	BCA	Assistant Professor	Post Graduate	19
IPR Activity Coordinator	Dr. Divyesh Kumar	MBA	Associate Professor	Doctorate	20
Innovation Activity Coordinator	Mrs. Smitha Nadiga	BBA	Assistant Professor	Post Graduate	11

Member	Mr. Shivakumar K T	JICM	Office Superintendent	Post Graduate	10
Member	Mrs. Sandhya M	Computer Applications	Assistant Professor	Post Graduate	13
Member	Mrs. Jyothi N Bhat	Kannada	Assistant Professor	Post Graduate	5
Member	Ms. Sindhu E B	BBA	Assistant Professor	Post Graduate	11
Member	Mr. Rajesh Kumar M	Commerce	Assistant Professor	Post Graduate	3
Member	Mr. Madhusudhan H S	Commerce	Assistant Professor	Post Graduate	5
Member	Mrs. Vanishree Kulkarni	M.Com	Assistant Professor, Coordinator	Post Graduate	13
Member	Ms. Veena S	B.Com	Assistant Professor	Post Graduate	5
Member	Mrs. Harshitha K S	B.Com	Assistant Professor	Post Graduate	3

❖ **MAJOR IIC ACTIVITIES & INITIATIVES**

➤ Academic Year (2025–26)

<b>Sl. No.</b>	<b>Activity / Event</b>	<b>Brief Description</b>
1	Session on Start-up Legal & Ethical Steps	Created awareness on legal procedures, compliance requirements, and ethical practices essential for establishing and managing startups.
2	Workshop on Prototype/Process Design and Development	Provided practical insights into transforming innovative ideas into prototypes and developing effective business processes.
3	World Creativity and Innovation Day	Encouraged creative thinking, problem-solving, and innovation through interactive activities and discussions.
4	9-Day Skill Development Bootcamp	Enhanced students' employability and professional competencies through intensive skill-based training sessions.
5	Martyrs Day Commemoration	Instilled values of patriotism, leadership, and social responsibility among students.
6	National Education Day	Highlighted the significance of education in nation-building and promoted academic excellence.
7	Awareness Programme on HPV Vaccination	Educated students on preventive healthcare, vaccination benefits, and public health awareness.
8	Industrial Visit – Desiri Natural Private Limited	Provided industry exposure and experiential learning opportunities by familiarizing students with real-world business operations.

9	National Energy Conservation Day	Promoted awareness on sustainable practices and the importance of energy conservation.
10	National Youth Day	Motivated students to develop leadership qualities, self-confidence, and social commitment inspired by youth icons.
11	National Startup Day	Fostered entrepreneurial mindset and encouraged students to explore startup and innovation opportunities.
12	Awareness Workshop on “Entrepreneurship & Innovation as Career Opportunities”	Introduced students to entrepreneurship as a viable career path and highlighted opportunities within the innovation ecosystem.