NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR
(An autonomous Institute of National Importance under the aegis of Ministry of Education, Govt. of India)
INNOVATION, INCUBATION & ENTREPRENEURSHIP DEVELOPMENT CENTRE
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Hazratbal, Srinagar Jammu and Kashmir, 190006, INDIA

Roles of Various Cells/ Teams under IIEDC (Innovation Incubation Entrepreneurship and Development Centre) NIT Srinagar are described as under:

1. **Entrepreneurship Development Program Cell (EDPC):**

   The Entrepreneurship Development Program Cell (EDPC) aims to enhance existing potential or assets through the process of learning and the application of entrepreneurship dynamics. The cell focuses on polishing the entrepreneurial skills of students to establish their ideas and visions into reality. EDPC provides a platform for students to learn about various aspects of entrepreneurship, such as ideation, business planning, funding, and marketing. It organizes workshops, mentoring sessions, and networking events to nurture the entrepreneurial spirit among students and encourages them to venture into their own startups.

   - **Idea Bank Manager:**
     The Idea Bank Manager plays a crucial role in the EDPC team. Their primary responsibility is to manage and maintain the Idea Bank, which serves as a repository of innovative ideas and business concepts from students and faculty. The Idea Bank Manager facilitates the submission, evaluation, and documentation of ideas, ensuring that they are stored securely and accessible to interested individuals or teams. They also collaborate with other team members to identify promising ideas that can be further developed or taken forward for incubation.

2. **Innovation Cell (IC):**

   The Innovation Cell (IC) aims to unleash the creative minds of students and transform their ideas into practical solutions that address various societal problems. IC organizes programs and activities that foster innovation, creativity, and out-of-the-box thinking. It encourages students to develop innovative products, services, or technologies that can make a positive impact on society. The cell provides guidance, resources, and mentorship to students throughout the innovation journey, from ideation to prototyping and beyond.

   - **V2V Program:**
     The V2V (Village-to-Village) Program is an integral part of the Innovation Cell. Under this program, the IIEDC team visits villages in the Kashmir valley to understand the challenges and problems faced by the local communities. The team interacts with villagers, conducts surveys, and gathers insights to identify areas where innovation can bring about positive change. The V2V Program focuses on developing innovative solutions tailored to the specific needs of rural communities, aiming to uplift their living conditions and contribute to sustainable development.

   - **Tod- Fod- Jod Program:**

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Under IC, we also have the Tod Fod Jod Program, which aims to inspire and engage students from various schools and colleges in the Kashmir valley. The IIEDC team visits these educational institutions and organizes student activities based on the principles of reverse engineering. During the Tod Fod Jod Program, students are given simple objects, such as a fan, and are encouraged to disassemble and reassemble them. Through this hands-on experience, students gain a deeper understanding of the intricate workings and engineering principles behind these objects. The IIEDC team explains the detailed functioning of the fan, elucidating the scientific and engineering concepts involved. By providing students with practical experiences and insights into reverse engineering, the Tod Fod Jod Program fosters curiosity, critical thinking, and problem-solving skills. It aims to inspire young minds to explore the world of engineering, innovation, and design, opening up new avenues for creativity and technological understanding.

3. **Grass Root Innovation Design Studio (GRIDS):**

The Grass Root Innovation Design Studio (GRIDS) at IIEDC NIT Srinagar provides a platform to support and nurture non-technical grassroot innovators. CRIDS focuses on taking their innovative ideas and projects through the incubation phase by leveraging a holistic and interdisciplinary approach to design. The studio encourages collaboration between researchers, designers, and innovators to transform research projects into practical solutions that can be deployed for the betterment of society.

4. **Institute Industry Interaction Cell (IIIC):**

The Institute Industry Interaction Cell (IIIC) aims to bridge the gap between academia and industry by facilitating collaborations and knowledge exchange. IIIC acts as a liaison between the institute and the industry, organizing various activities such as industry visits, guest lectures and internships. The cell brings industry thought leaders and experts to the institute to seed innovative thinking and foster collaborations in technology, products, services, and business models. IIIC plays a vital role in creating opportunities for students to gain industry exposure, learn from industry professionals, and develop skills that align with industry requirements.

5. **Skill Development Club (SDC):**

The Skill Development Club (SDC) under IIEDC envisions developing the dynamic skill requirements of students and society as a whole. SDC organizes skill development programs, workshops, and training sessions to enhance the employability of students and bridge the gap between education and industry demands. The club focuses on imparting both technical and soft skills that are essential for students to succeed in their careers and entrepreneurial pursuits. SDC collaborates with industry experts, professionals, and trainers to deliver comprehensive and industry-relevant skill development initiatives.

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6. **Media and Marketing Team:**

The Media and Marketing Team plays a crucial role in promoting the activities and initiatives of IIEDC. They are responsible for creating engaging content, managing social media platforms, designing promotional materials, and implementing marketing strategies. This team works closely with other teams to ensure effective communication and visibility of IIEDC's projects, events, and achievements. Their goal is to create a strong brand presence for IIEDC, attract potential stakeholders, and enhance the overall outreach and impact of the center.

7. **Public Relations Team:**

The Public Relations Team is responsible for establishing and maintaining a positive image of IIEDC among various stakeholders, including students, faculty, industry partners, and the general public. They work to build strong relationships and effective communication channels with external organizations, media outlets, and key influencers. This team coordinates press releases, handles media inquiries, organizes press conferences, and manages public events to ensure accurate and favourable representation of IIEDC. They strive to create a favourable perception of IIEDC's initiatives, achievements, and contributions to the community.

8. **Logistics Team:**

The Logistics Team plays a crucial role in ensuring the smooth execution of events, workshops, and programs organized by IIEDC. They are responsible for coordinating and managing various logistical aspects, including venue selection, equipment procurement, transportation, accommodation, and event coordination. This team works closely with other teams to understand their requirements and provide timely logistical support. Their attention to detail and organizational skills ensure that all resources and arrangements are efficiently handled, contributing to the overall success and seamless functioning of IIEDC's activities.

(Dr. Saad Parvez)

Head

IIED Centre