7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words.

Institution Distinctiveness

INDUSTRY DRIVEN INNOVATION

For the development of Institution and students, enhanced collaboration between Institutions and Industry is the need of the hour. These collaborations enable us to identify industry needs and maintain quality within academic institutes. Ultimately, this allows us to make curriculum changes, adding value-added courses and giving students exposure to industry skills and subsequently to placements. The industry also needs support from academic institutions to resolve their problems as well as the right people with right skill set. Looking at the rapid pace of advancements in technology, there is a need to prepare our students to the requirements of industry by exposing them to innovative ideas and advanced technologies and methodologies. To strengthen this direction, Solamalai College of Engineering has Centre of Excellence to enhance the technical skills of the students.

To inculcate innovative learning among students, the institute has also organized a programme with different industrial domain experts to present the recent trends and methodologies adopted in competitive industries. The main objective of the programme is to discover innovative solutions for different problems encountered by industries. The best innovative seed or idea is transformed into prototype model. The winners will be **sponsored by management for industry mentoring and internship** for further project development. The students were also sponsored through the L.Kuppammal **and V.Loganatha Pillai Foundation Scholarship Scheme** to present the model or their innovative ideas to other colleges or industry expos.

In this journey, our Solamalai College of Engineering is conducting an i**ndustry conclave (offline and online mode) and the innovative project Expo.**

The INDUSTRY **CONCLAVE 2019** was held on November 13, 2019 at the College Auditorium.

![Solamalai College of Engineering logo]

solamalai
COLLEGE OF ENGINEERING
(Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai)
S.V. Raja Nagar, Veerapanjan, Sivagangai Road, Madurai-625020

In the Panel Discussion - I aptly themed "A **ROADMAP TO YOUR JOB – AN EYE-OPENER FOR EVERY ENGINEER**" for Engineering students and Mr. G. Kalyana Sundaram, CEO, Great Innovus Solutions, Dr. S. Ravichandran, Regional Service Head, TVS & Mr. Pradhap Sethu, Director, Win Consultancy were the speakers.

In the Panel Discussion -II aptly themed "**A LABOUR OR A TECHNICIAN** – SECRETS OF GETTING A HIGHER SALARY AFTER POLYTECHNIC EDUCATION" for Polytechnic students and Mr. Ponkumar, MD, Brand Automation, Mr. M Nambikrishnan, SE, HCL Technologies & Mr. J. Sivakumar, AGM, JK Fenner (India) Ltd. were the speakers.

In the Panel Discussion - III aptly themed "**RIGHT EMPLOYEE I RIGHT SKILLS**" for MBA & ARTS students and Mrs. Umathenappan, Senior HR, Solamalai Enterprises, Mr. R. Keerthi Vasan, CEO, Sharan Systems & Mr. C. Madan, Senior Manager, Thangamayil Jewellery Ltd. were the speakers.

In the afternoon Session Workshop Activity aptly themed "**CONNECT TO CREATE**" for all participants and Mr. P. Thanikavel Pandian, Director, Vision20 plus & Mr. A. Karthick, Founder, Tamizha Software Solutions were the speakers.

Solamalai College of Engineering organized an event called " Virtual Industry Conclave 2020" under the title **"FUTURE OF LEARNING AND DEVELOPEMENT"** for various Engineering College students. Students from various institutions took part in the event and gathered useful information from speakers.Students gathered to discuss current job opportunities for young people on the market and graduated from various disciplines. Students should fine tune their basic skills (technical and non - technical) related to current industry requirements. Every individual should increase their contacts. At the initial stage, grasp the opportunity offered by a small company. The main objective of the programme is to discover an innovative solution for different problems encountered by the industries.

Every year, the Industry Institute and Interaction Cell organise a student-led innovative project expo in our college. Following this, we have annually organised Engineers Day and the Innovative Project Expo on September 14th. Our college students eagerly participated, and they have displayed their projects at this event. Every year, over 100 projects are submitted to this event. The purpose of this event is to encourage students to take part in the creative project competition so they can expand their innovative ideas, explore their knowledge, and also find an innovative solution to many issues that the industries will face and conclude during the Industry Conclave.

The winners will be sponsored by the institution for industry mentoring and internships for further project development. The institution will cover the entire cost of the internship and industry mentoring, and it will assist students in converting their idea or pitch into a real-time project that will make a significant contribution to society. Every year, innovative project contest winners are sponsored by the institution for industry mentoring and internships at reputed companies for further project development.

The purpose of the L. Kuppammal and V. Loganatha Pillai Foundation Scholarship Scheme for Students is to increase participation in Paper Presentation Contests, Symposiums, Workshops, International Conferences, Professional Society Competitions, ICT Academy Events, Young Indian Competitions, and so on, as well as participation in Innovative Project Contests at Reputable Engineering Colleges to present their innovative ideas and successful projects. This scheme sponsored the students who were the winners of the Innovative Project Expo with their excellent ideas and interest in start-up companies.

L.Kuppammal and V.Loganatha Pillai Foundation Scholarship scheme details

> **Event 1:**Students participation in Paper Presentation contest, Symposium, Workshop, International Conference organized by reputed Engineering colleges, Professional Society competitions, ICT Academy events, Young Indian Competitions etc.,

> **Scholarship to Students:**
> - One way travel fare with registration fee up to Rs.1200 within 250 km radius

- Two way travel fare with registration fee up to Rs.500 within 50 km radius

Event 2: Students participation in an Innovative Project contest at reputed Engineering colleges like IITs,NITs,MIT,BITS Pilani etc.,

Scholarship to Students:

- Rs.5000 to Rs.10000 – Case to Case it may vary.

Event 3: Students who are interested to initiate Startup companies

Scholarship to Students:

- Up to Rs.25000 – Case to Case it may vary (Exclusively for Final year students)

Schematic Diagram of the Process

INDUSTRY CONCLAVE(Interaction with Industry Experts and Pitching the Innovative Idea)

↓

INNOVATIVE PROJECT EXPO(Convert the Idea into Prototype or Project)

↓

L.KUPPAMMAL & V.LOGANATHA PILLAI (Foundation Scholarship scheme) → **INNOVATIVE PROJECT EXPO**(Winners) ← **SPONSORED INTERNSHIPS AND INDUSTRY MENTORING IN REPUTED COMPANIES**