



Mysore Education Society (Regd.)

MES INSTITUTE OF MANAGEMENT

Affiliated to Bengaluru City University

NAAC Accredited with B++

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Report on MYSORE EDUCATION Co-Creation Center:

Report on the Establishment of MES Co-Creation Center

1. Context: Aligning with National Priorities

The establishment of the MES Co-Creation Centre is driven by a strong alignment with the National Education Policy 2020. This policy emphasizes the transformation of higher education from a mere provider of employment opportunities to a catalyst for knowledge creation and innovation. Recognizing this pivotal role, the NEP 2020 advocates for a strong emphasis on research, innovation, and entrepreneurship within Higher Education Institutions (HEIs).

The policy specifically encourages the establishment of incubation centres within HEIs, providing a structured platform for students to translate their innovative ideas into viable ventures. These centres are envisioned to contribute significantly to addressing India's diverse economic challenges and fostering a robust entrepreneurial ecosystem.

2. Background: Building on Existing Strengths

MESIOM has a well-established foundation for fostering entrepreneurial excellence. The institution has consistently demonstrated a strong track record of student success in various entrepreneurial competitions, including the prestigious state-level "Manthan" competition. This consistent achievement highlights the inherent entrepreneurial spirit within the student body and the institution's supportive environment.

However, recognizing the need for a more structured and comprehensive approach to nurturing this entrepreneurial spirit, MESIOM initiated a proactive discussion within its Governing Body. This led to the identification of a crucial need: to establish a dedicated centre that would provide students with the necessary resources, mentorship, and guidance to translate their innovative ideas into successful ventures.

Establishment of the MES Co-Creation Centre

- **Formation:** Based on Mr. Meda's suggestion to have a Incubation centre in collaboration with the dept of Computers of MES ACS college and the Governing Body's resolution, the Secretary Academics and the Chief Executive felt that a collaboration between 2 institutions will be better instead of a single department and

ARISE, AWAKE, STOP NOT TILL THE GOAL IS REACHED

thus MES Co-Creation Centre was established under the leadership of Prof. Sheela Menon, Secretary Academics (Higher Education).

- **Learning from Best Practices:** The Co-Creation Centre members conducted extensive research, visiting institutions like Atria University, PES University, and Art Park to understand best practices in innovation and entrepreneurship.
- **Vision, Mission, and Objectives:** A clear vision, mission, and set of objectives were formulated to guide the centre's activities.
- **Organizational Structure:** An organogram was drafted, defining the roles and responsibilities of core members.

4. Future Plans

- **Student Identification:** The centre will actively identify students with entrepreneurial interests and potential.
- **Faculty Mentorship:** A robust mentorship program will be established, pairing students with experienced faculty mentors.
- **Action Plan Development:** A comprehensive action plan for the academic year 2024-2025 will be developed, outlining specific goals, activities, and timelines.
- **Industry Collaborations:** The centre will actively seek collaborations with industry partners to provide students with real-world exposure, mentorship, and funding opportunities.
- **Incubation Support:** The centre will provide incubation support to student ventures, including access to resources, workshops, and networking opportunities.

5. Conclusion

The establishment of the MES Co-Creation Centre marks a significant step towards fostering a culture of innovation and entrepreneurship within the MES Institutions. By leveraging the expertise of faculty, the guidance of industry leaders, and the entrepreneurial spirit of students, the centre will play a crucial role in transforming innovative ideas into successful ventures and contributing to the economic growth of the nation.

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