SAMRUDDHA BHARAT (Prosperous India)

Key features:

- The nodal centre for activities under Samruddha Bharat is **Centre for i2RE**.

- The Professor I/c for Samruddha Bharat activities is **Dr. K. Raja Narendar Reddy**, Professor, Dept. of ME

- The activities under this group are part of Social Empowerment Activity (SEA)

- **The aim of activities under Samruddha Bharat** is to promote economic growth, self-reliance, and prosperity for all citizens.

- **The goal of activities under Samruddha Bharat** is create a prosperous and inclusive society where all citizens benefit from the nation's economic progress

Activities under Samruddha Bharat

Activity Code	Activity Title
SE301	Innovation, Business Model & Entrepreneurship
SE302	Product Development and Prototyping
SE303	Design Thinking/ Critical Thinking & Problem Solving
SE304	Fundraising and Proposal Writing in Entrepreneurship
SE305	Digital Marketing & Branding
SE306	Identify a Social Problem & Work on the Solution using AICTE-IDEA LAB
SE307	Meet with Entrepreneurs and Understand Business Models
SE308	Entrepreneurial Case Study Analysis
SE310	Any other activity approved by Dean Academic Affairs

Workflow of each activity under Samruddha Bharat

SE301: Innovation, Business Model & Entrepreneurship

Objective: Equip students with the knowledge and skills to propose innovative solutions to real-life problems through self-driven activities focused on innovation, business model development, and entrepreneurship.

Note:

- Work must be done outside class hours, including weekends and breaks.
- Interaction with at least two successful personalities in the field is required.
- Maintain a 100-page record book of all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

What is a business model? A business model outlines how a company earns money. It details the product or service, target customers, delivery method, and revenue generation. It answers, "How does the business operate and stay profitable?"

Workflow:

1. **Goal Setting, Planning, & Knowledge Acquisition (20 marks)**
   - **Identify Goals:** Select a real-life problem or project and devise a solution.
   - **Research and Planning:** Study business models and the Business Model Canvas (BMC), which includes:
   - **Value proposition:** What unique value does the product/service offer?
   - **Customer Segments:** Who are the target customers?
   - **Revenue Streams:** How will the business make money?
   - **Cost Structure:** What are the key costs involved?
   - **Key Resources:** What resources are necessary?
   - **Key Activities:** What activities are essential to deliver the value proposition?
   - **Key Partnerships:** Who are the key partners/suppliers?

- ○ **Channels:** How will the product/service be delivered?
- ○ **Customer Relationships:** Interaction with customers.
- ○ **Action Plan:** Identify and interact with at least two successful personalities. Prepare a questionnaire and a detailed plan with timelines and resources.

Rubrics: clarity of goals, thoroughness of research, feasibility of the action plan.

2. **Field Work (40 marks)**
   - ○ **Conduct Fieldwork:** Follow the action plan.
   - ○ **Interactions:** Meet with at least two successful personalities. Record geo-tagged photos and key insights.
   - ○ **Documentation:** Note interactions and practical applications in the Record Book.

Rubrics: completeness and depth of fieldwork, quality of interactions, thoroughness of documentation.

3. **Demonstration/Presentation (20 marks)**
   - ○ **Presentation:** Create a 5-7 minute presentation summarizing goals, process, interactions, and outcomes. Include BMC components, insights, and geo-tagged photos. Incorporate faculty feedback and adjust as needed.

Rubrics: clarity, coherence, comprehensiveness, and presentation skills.

4. **Report Submission (20 marks)**
   - ○ **Write Report:** Summarize the process in 2-3 pages, covering goals, action plan, knowledge acquired, fieldwork details, practical applications, and reflections.
   - ○ **Anti-Plagiarism Check:** Ensure adherence to the institute's policy.
   - ○ **Submission:** Include the Business Model Canvas, Record Book, and report.

Rubrics: clarity, coherence, comprehensiveness, and adherence to anti-plagiarism policy.

SE302: Product Development and Prototyping

Key Guidelines:

- **Objective:** The objective of product development and prototyping is to equip students with the practical skills and knowledge necessary to design, develop, and create functional prototypes. This process encourages innovation, problem-solving, and iterative refinement, enabling students to transform ideas into tangible products that address real-world challenges.

Note:

- Work must be done outside class hours, including weekends and breaks.
- Interaction with at least two successful personalities in the field is required.
- Maintain a 100-page record book of all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting & Knowledge Acquisition (20 Marks)**
   - **Objective:** Understand prototyping basics and plan for building a product prototype.
   - **Activities:**
     - **Step 1:** Identify a product idea that solves a problem or improves an existing product.
     - **Step 2:** Learn about prototyping through online tutorials or workshops on:
       - 3D Printing: Creating a 3D model.
       - PCB Design: Designing basic electronic components.
     - **Step 3:** Develop a detailed plan including tools, materials, and timeline.
   - **Rubrics:** clear product idea, understanding of basics, realistic plan.
2. **Prototype Development/Field Work (40 marks)**

- ○ **Objective:** Build a working prototype of the product.
- ○ **Activities:**
  - ■ **Step 1:** Design the prototype using 3D printing software or PCB tools.
  - ■ **Step 2:** Build the prototype using lab resources.
  - ■ **Step 3:** Test and refine the prototype.
- ○ **Rubrics:** prototype completeness, creativity, design improvements.

3. **Demonstration/Presentation (20 marks)**
   - ○ **Objective:** Present the product development journey and prototype.
   - ○ **Activities:**
     - ■ Prepare a 5-7 minute presentation covering:
       - ■ Product idea and rationale
       - ■ Design and building process
       - ■ Challenges and solutions
       - ■ Prototype demonstration
     - ■ Present to peers and receive feedback.
   - ○ **Rubrics:** prototype demonstration quality, presentation clarity, process explanation.

4. **Report Submission (20 Marks)**
   - ○ **Objective:** Submit a detailed report on the prototype development process.
   - ○ **Activities:**
     - ■ Write a 2-3 page report including:
       - ■ Product idea and goal
       - ■ Prototyping knowledge gained
       - ■ Design and build process
       - ■ Challenges and solutions
       - ■ Final reflections and improvements
     - ■ Ensure originality and adherence to plagiarism rules.
     - ■ Submit a report with a photo or video of the prototype.
   - ○ **Rubrics:** writing clarity, process coverage, plagiarism adherence

SE303: Design Thinking / Critical Thinking & Problem Solving

Objective: Equip students with innovative problem-solving skills by applying design thinking principles. This fosters user-centric solutions through empathy, ideation, prototyping, and testing, enabling students to tackle real-world challenges with creativity and insight.

Note:

- Students must work outside class hours, including weekends, holidays, and semester breaks.
- Students must interact with at least two successful personalities related to their chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting & Knowledge Acquisition (20 Marks)**

   Objective: Learn design thinking and plan problem-solving.

   Activity:

   ○ **Step 1: Choose a Problem**

   Pick a simple problem to solve (e.g., improving a common item).

   ○ **Step 2: Learn Design Thinking**

   Watch a video or read a guide on design thinking:

   ■ Empathy: Understand user needs.

   ■ Define: State the problem clearly.

   ■ Ideate: Generate possible solutions.

   ■ Prototype: Create a simple version of the solution.

   ■ Test: Evaluate the solution's effectiveness.

   ○ **Step 3: Make a Plan**

   Outline steps, tools, and materials needed.

Rubrics: Clarify the Problem Selection, basic understanding of design thinking, practical plan

2. **Field Work/Create a Prototype (40 Marks)**

   Objective: Develop solutions and build a prototype.

   Activity:

   ○ **Step 1: Generate Ideas**

   List various solutions for the problem.

   ○ **Step 2: Choose the Best Idea**

   Select the most feasible and effective solution.

   ○ **Step 3: Build a Simple Prototype**

   Create a basic version (drawing, model, or digital).

   Rubrics: number and creativity of ideas, rationale for solution choice, prototype quality

3. **Presentation & Testing (20 Marks)**

   Objective: Present the prototype and gather feedback.

   Activity:

   ○ **Step 1: Prepare Presentation**

   Create a 5-7 minute presentation covering:

   ■ Chosen problem

   ■ User insights

   ■ Solution and its merits

   ■ Prototype

   ○ **Step 2: Test Prototype**

   Present to mentors, gather feedback, and seek improvement suggestions.

   ○ **Step 3: Improve Prototype:** Revise the prototype based on feedback.

   Rubrics: presentation clarity and organization, user feedback, prototype improvements

4. **Report Submission (20 Marks)**

   Objective: Document project details in a report.

   Activity:

   - **Step 1: Write Report**

     Prepare a 2-page report covering:

     - Problem addressed
     - User research insights
     - Solution and prototype
     - Feedback and modifications

   - **Step 2: Check and Submit**

     Ensure originality and submit with a prototype photo or video.

   Rubrics: clear writing, comprehensive coverage, originality

SE304: Fundraising and proposal writing in entrepreneurship

Objective: Equip students with essential skills in fundraising and proposal writing, enabling them to craft compelling business proposals and pitch effectively to secure investment.

Note:

- Students must work outside class hours, including weekends, holidays, and semester breaks.
- Students must interact with at least two successful personalities related to their chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting & Knowledge Acquisition (20 Marks)**
   Objective: Understand different types of funding and plan a tentative proposal.
   Activity:
   - **Step 1:** Learn About Funding
     Read a guide or watch a video about funding types such as angel investors and venture capital.
   - **Step 2:** Plan your tentative proposal.
     Choose a simple business idea or project and plan the proposal with details on the idea, funding amount, and usage.
     Rubrics for Evaluation: Understanding of funding types, Clear and simple proposal plan
2. **Field Work / Proposal Writing (40 Marks)**
   Objective: Write a clear and detailed business proposal.
   Activity:

- ○ **Step 1:** Write Your Proposal

  Include: Executive Summary, Business Description, Market Analysis, and Financials.

- ○ **Step 2:** Review and Improve

  Check for clarity and completeness, and get feedback from peers.

  Rubrics for Evaluation: Completeness of the proposal, clarity, and detail of financials, Quality of writing and presentation

3. **Demonstration / Mock Pitching (20 Marks)**

   Objective: Practice presenting your proposal as if to real investors.

   Activity:

   - ○ **Step 1:** Prepare Your Pitch

     Create a 5-minute presentation covering your business idea, investment potential, and funding needs.

   - ○ **Step 2:** Practice your pitch,

     present it to classmates, treat it like a real investor meeting, and get feedback.

     Rubrics for Evaluation: Effectiveness and clarity of the pitch, Ability to handle questions and feedback, presentation skills, and confidence

4. **Report Submission (20 Marks)**

   Objective: Submit your proposal and presentation.

   Activity:

   - ○ **Step 1:** Prepare Your Submission

     Ensure the proposal document is complete and well organized. Prepare a recording or slides of the pitch presentation.

   - ○ **Step 2:** Submit Your Work

     Submit both the business proposal document and the pitch presentation.

     Rubrics for Evaluation: Completeness and organization of the proposal, Quality of the pitch presentation, Adherence to submission guidelines

SE305: Digital Marketing and Branding

Objective: Equip students with skills in digital marketing and branding to build strong online brand identities and implement effective marketing strategies across digital platforms.

Note:

- Students must work outside class hours, including weekends, holidays, and semester breaks.
- Students must interact with at least two successful personalities related to their chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting & Knowledge Acquisition (20 Marks)**
   - **Objective:** Understand digital marketing basics and start planning your brand.
   - **Activity:**
     - **Learn Digital Marketing Basics:** Watch a video or read a guide on Search Engine Optimization (SEO), social media, and email marketing.
     - **Plan Your Brand:** Choose a business idea, plan your brand's look, and define your message.
   - **Rubrics:**
     - Understanding of digital marketing tools, basic branding, and marketing plan
2. **Field Work / Brand Development (40 Marks)**
   - **Objective:** Create a brand identity for your business idea.
   - **Activity:**
     - **Design Your Brand:** Create a logo, select colors and fonts, and write a brand description.

- **Develop Key Messaging:** define uniqueness, develop a marketing campaign, choose online platforms, and create a basic marketing plan.
  - **Rubrics:** creativity and clarity of brand identity; consistency and appeal of logo and messaging

3. **Presentation (20 marks)**
   - **Objective:** Submit and present your marketing plan and brand identity.
   - **Activity:**
     - **Prepare a Presentation:** Create a 5-minute presentation showcasing brand identity, marketing plan highlights, and research.
     - **Submit Your Work:** Submit the digital marketing plan document and brand identity presentation.
   - **Rubrics:** completeness and organization of marketing plan, effectiveness of brand identity presentation

4. **Report Submission (20 Marks)**
   - **Objective:** Submit your report and presentation.
   - **Activity:**
     - **Prepare Your Submission:** Ensure the proposal document is complete and organized. Prepare a recording or slides of your 5-minute pitch presentation.

SE306: Identify a social problem & work on the solution using AICTE-IDEA LAB.

Objective: Enable students to acquire knowledge and skills and propose unique solutions to real-life problems through self-driven activities focused on innovation, business model development, and entrepreneurship.

Note:

- Students must work outside class hours, including weekends, holidays, and semester breaks.
- Students must interact with at least two successful personalities related to their chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting, Planning, and Knowledge Acquisition (20 Marks)**
   - **Objective:** Understand societal problems and propose a solution.
   - **Activity:**
     - **Step 1: Identifying Problems**
       - analyze and identify persistent problems that can be solved innovatively.
     - **Step 2: Using Facilities of AICTE IdeaLab (MM, DM Lab, PCB Lab)**
       - Use 3D printing, PCB fabrication, or model-making resources to design and implement a solution.
   - **Rubrics for Evaluation:** Problem category and need for a solution, effectiveness and helpfulness of the solution
2. **Field Work & Prototype Development (40 Marks)**
   - **Objective:** Design and develop a prototype using AICTE Lab facilities.
   - **Activity:**
     - **Step 1: Work in AICTE Labs (PCB, DM, or MM Lab).**

- Utilize lab facilities to create a prototype. Examples:
  - PCB Lab: Design electronic circuits
  - DM Lab: Use 3D printing for physical components
  - MM Lab: Develop mechanical models
- **Step 2: Build the prototype**
  - Apply technical skills to build a prototype solving the social issue.
- **Rubrics for Evaluation:** Quality and functionality of the prototype, use of lab resources,
- **Presentation (20 marks)**
- **Objective:** Present the prototype and its solution.
- **Activity:**
  - **Step 1: Prepare a Presentation**
    - Create a 5-minute presentation detailing the problem, prototype development, and solution.
  - **Step 2: Present to Mentors**
    - Present to mentors, explaining technical and social aspects.
- **Rubrics for Evaluation:** Clarity and effectiveness of the presentation; how well the prototype addresses the social problem

3. **Report Submission (20 Marks)**
   - **Objective:** Document the entire process.
   - **Activity:**
     - **Step 1: Write a Detailed Report**
       - Include:
         - Social problems and their importance
         - Prototype development process
         - How the prototype addresses the issue
         - Challenges faced
   - **Rubrics for Evaluation:** Clarity, thoroughness, and relevance of the report, quality of the solution and its applicability

SE307: Meet with Entrepreneurs & Understand Their Business Models

Objective:

To provide students with real-world insights into entrepreneurial business models by engaging directly with successful entrepreneurs, analyzing their strategies, and understanding key elements that drive business success. This experience aims to enhance practical knowledge of business operations and innovation.

Note:

- Students must work outside class hours, including weekends, holidays, and semester breaks.
- Students must interact with at least two successful entrepreneurs related to their chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting, Planning, & Knowledge Acquisition (20 Marks)**
   - **Objective:** Prepare to learn from entrepreneurs and understand their business models.
   - **Activity:**
     - **Step 1: Research the Entrepreneur**
       Find out basic information about the local entrepreneur, their business, and industry.
     - **Step 2: Prepare Questions**
       Develop questions about their business model, challenges, and success stories.
   - **Rubrics for Evaluation:** Understanding of the entrepreneur's background, relevance, and thoughtfulness of prepared questions.
2. **Field Work / Understand Their Business Model (40 Marks)**

- **Objective:** Gain insights about the structure of the entrepreneur's company.
- **Activity:**
  - **Step 1: Understand Their Business Model**
    Analyze their business model and challenges.
  - **Step 2: Participate in the Q&A session.**
    Engage with the entrepreneur to understand their revenue streams.
- **Rubrics for Evaluation:** Understanding of the business model; Notes on key business strategies and challenges.

3. **Demonstration / Presentation (20 Marks)**
   - **Objective:** Present key insights gained from the session.
   - **Activity:**
     - **Step 1: Prepare a Presentation**
       Create a 5-minute presentation summarizing key insights and business model analysis.
     - **Step 2: Present to Mentor**
       Share findings with your mentor and highlight important learnings.
   - **Rubrics for Evaluation:** Clarity and effectiveness of the presentation; relevance of insights shared.

4. **Report Submission (20 Marks)**
   - **Objective:** Analyze and document the business model and lessons learned.
   - **Activity:**
     - **Step 1: Analyze the Business Model**
       Identify components such as value proposition, customer segments, revenue streams, cost structure, and key activities/resources.
     - **Step 2: Write a Report**
       Document analysis of the business model and its contribution to success.
   - **Rubrics for Evaluation:** Depth of analysis, clarity, and organization of the report.

SE308: Entrepreneurial Case Study Analysis

Objective: Enable students to critically examine entrepreneurial ventures, focusing on their strategies, challenges, and success drivers, and to derive actionable insights that can inform future business development and strategic decision-making.

Note:

- Work outside class hours, including weekends, holidays, and semester breaks.
- Interact with at least two successful personalities related to the chosen activity.
- Maintain a 100-page record book documenting all activities.
- Continuous Internal Evaluation (CIE) for 100 marks based on goal setting, fieldwork, presentation, and report submission.

Workflow:

1. **Goal Setting, Planning, and Knowledge Acquisition (20 marks)**
   - **Objective:** Understand the startup's journey, key challenges, and outcomes.
   - **Activity:**
     - **Step 1:** Receive Case Study
       - Each student is assigned a case study of a startup, successful or failed.
     - **Step 2:** Research Background Information
       - Research industry, market, and competitors for context.
   - **Evaluation Criteria:** Understanding of the startup's history, Quality of research on market and industry

2. **Field Work / Case Analysis Workshop (40 Marks)**
   - **Objective:** Analyze the startup's business model and factors leading to success or failure.
   - **Activity:**
     - **Step 1:** Analyze the Case Study

- Examine key components such as market entry strategy, financial decisions, product development, and customer acquisition.
    - **Step 2:** Identify success/failure factors.
        - Determine what went right or wrong, e.g., product-market fit or scaling issues.
  - **Evaluation Criteria:**
    - Depth of analysis
    - Identification of key factors behind success or failure

3. **Demonstration/Presentation (20 Marks)**
   - **Objective:** Suggest strategies to improve the startup's chances of success or avoid failure.
   - **Activity:**
     - **Step 1:** Develop strategic recommendations
       - Suggest ways the startup could have avoided failure or improved its strategy.
     - **Step 2:** Prepare a Presentation
       - Create a 5-minute presentation explaining findings and recommendations.
   - **Evaluation Criteria:** Relevance and feasibility of recommendations, Clarity of the presentation

4. **Final Report Submission (20 Marks)**
   - **Objective:** Document case study analysis and recommendations.
   - **Activity:**
     - **Step 1:** Write a Detailed Report
       - Include an overview of the startup, success or failure factors, and strategic recommendations.
   - **Evaluation Criteria:** Clarity and thoroughness of the report, quality of analysis,
   - and recommendations