

Bannari Amman Institute of Technology ties-up with Indian App League (IAL) to spur Campus Startups



- 70 Students participated in the IAL Innovative Business Idea Contest
- 40 Ideas for innovative Mobile Apps given certificate of recognition
- Mentoring for the next 6-10 months to move from the idea to final product

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In an effort to catalyze entrepreneurship amongst students and drive them towards innovation and innovative business ideas - mobile apps, Bannari Amman Institute of Technology has partnered with Indian App League, which aims to progressively infuse the 'thinker in students. With the mantra of 'Keep Innovating', Indian App League is working towards inspiring students to come with innovative ideas and learn how to further develop the idea into a commercially viable proposition. Dream of becoming entrepreneurs of innovative business ventures having commercial success rather than just nurture the goal of landing a 'great job', in the final year.

Time has now come when Indian Educational Institutions, beyond a handful, strategically align their growth towards spurring startups from the campuses. Aim at producing Entrepreneurs- Innovative Business Ventures and steadily shift the focus from 100 percent placements, to 10 percent turning entrepreneurs with Innovative Startups.

With the ever growing competition and increased tussle to land with a good job offer, its important that Institutions inspire Students to explore the world of self employment – entrepreneurship and students dream of setting up their own startups, which surely requires a complete mind shift along with technical prowess. A philosophy well stamped by the present Prime Minister of India, Shri. Narendra Modi, by appointing an independent Minister for entrepreneurship, innovation and skill development, a first of its kind and stress on 'Make in India'.

Indian App League is today playing a significant role in infusing the concept of Campus Startups by partnering, mentoring and facilitating incubation of Innovative Ideas @ Campus into business ventures. Its provokes the thinker in the students to come out with innovative ideas and then looks

at mentoring them over a period of time, post which, some of them who show the promise to be turned into commercially viable business ventures are driven more strategically along with facilitating funding and marketing platforms while at the Campus. Mr. Arun Gupta, Chief Mentor, Indian App League, said, “The IAL Innovative Business Ideas Contest is the first step in this, to trigger the thinker amongst students.”

“Our work begins from here, unlike the existing trend where in a two day workshop is organized by various corporate houses and ideas/apps are invited in a one day marathon followed with a winner and may be some offered internships /job or the other approach wherein Startups which are being incubated in EDC cells and over the years have developed market viability are identified for further review and then selected for funding, Mr. Gupta further added.”

Dr SV Balasubramaniam, Chairman Bannari Group said, “Bannari as a group has always been very progressive and aims to Stay Ahead. Alliance with Indian App League reinstates our mission of making our students stay ahead of the times and instead of just aiming for good jobs, few tread the path of entrepreneurship and innovation. We look forward to having some of our students turn into CEO and Founders of Innovative Startups with required facilitation and mentoring by Indian App League and Bannari Institute of Technology in the process have a vibrant Startup incubation ecosystem within the Bannari campus.” He further added, “We completely agree with the need to spur Entrepreneurship and thus self-employment, rather than just creating employees.”

The IAL Innovative Business Idea Contest showed a very positive response from the students and in all 70 students participated submitting 40 innovative ideas. Each of the students is being given a certificate of recognition with an aim to motivate and inspire them further. However, the real journey starts from here wherein mentoring shall be given to all in defined approach with the aim that we have 2-3 successful ideas evolved into commercially viable startups, in the near future.

