



SRI CHINTALAPATI VARA PRASADA MURTHY RAJU
GOVERNMENT DEGREE COLLEGE

GANAPAVARAM-534 198

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ENTREPRENEURSHIP DEVELOPMENT CELL

RTIH–CCE InnoTribe Program

Ratan Tata Innovation Hub (RTIH)

The **Ratan Tata Innovation Hub (RTIH)** is an institutional initiative focused on **promoting innovation, entrepreneurship, and problem-solving mindsets among students**. Through structured programs, mentoring, and guided activities, RTIH aims to move students **from idea identification to actionable innovation**, encouraging them to explore real-life problems and develop feasible solutions.

The RTIH–CCE **InnoTribe Program** specifically targets **final-year and pre-final year undergraduate and postgraduate students** who show motivation and seriousness toward entrepreneurship, even if they do not already have a startup idea.

MoU with Government of Andhra Pradesh

As reflected in the official instructions issued to colleges and SPOCs, the **RTIH–CCE InnoTribe program is implemented in coordination with higher education institutions in Andhra Pradesh**, with centralized guidance, evaluation, and onsite activities conducted at **Amaravati**.

The program is designed to work **through colleges**, with Principals and SPOCs acting as **single points of coordination**, ensuring structured participation, adherence to timelines, and institutional involvement in nurturing student innovators

Objectives of the Program

The key objectives of the RTIH student program are:

- ★ To build an entrepreneurial and innovation mindset among students through structured learning modules
- ★ To help students identify real-life problems from their daily experiences and surroundings
- ★ To encourage problem exploration before solution building, emphasizing observation, empathy, and positive thinking
- ★ To guide students in developing clear value propositions, customer segments, and problem statements using the Student Innovation Canvas
- ★ To promote multidisciplinary collaboration, bringing together students from different academic interests

- ★ To move students from ideation to action, focusing on basic prototyping and early experimentation rather than perfection
- ★ To identify motivated and serious future founders for advanced, mentor-guided onsite training at Amaravati

Program Process

Step 1: Identification & Nomination by Colleges

Colleges identify and nominate **motivated final-year and pre-final year UG/PG students** interested in innovation and entrepreneurship. Prior startup experience is **not mandatory**, but seriousness and commitment are required.

Step 2: Online Foundation Course (Week 1)

All nominated students must complete two mandatory, self-paced online courses offered by WADWANI Foundation

- **Startup Mindset**
- **Introduction to Entrepreneurship**

Students must complete the full course and embedded assessments within the stipulated timeline to proceed further

Step 3: Second Assessment – Motivation & Problem Orientation

A second assessment evaluates:

- Student motivation toward entrepreneurship
- Clarity of interest areas
- Initial problem statement or idea (optional)

This stage helps RTIH assess the **intent and seriousness** of participants

Step 4: Evaluation & Shortlisting

RTIH evaluates students based on:

- Course performance
- Assessment responses
- Motivation and commitment

From all participating institutions, **60 students are shortlisted**

Step 5: Onsite Program at Amaravati (Selected Students)

Shortlisted students attend an **intensive onsite program** comprising:

- **Spark Program:** Structured ideation and problem validation
- **Future Founders Module:** Startup fundamentals and next steps

All activities are **fully guided by RTIH mentors and ecosystem experts**

Innovation Development Using Student Innovation Canvas

During guided sessions, students:

- Identify daily-life problems through observation
- Define problem statements, customer segments, and value propositions
- Work in multidisciplinary teams
- Begin early prototyping and solution exploration

The focus remains on **learning by doing**, empathy, and positive problem-solving.

By following the guidelines from CCE, Entrepreneurship Development Cell of the college began the process with an Interactive awareness session on 28.01.2026 with the primary objective of **inspiring and sensitising students towards entrepreneurship as a viable career option**, in line with the **RTIH–CCE InnoTribe initiative**.

Interactive awareness session

“From Classroom to Company: Basics of Entrepreneurship”

An Interactive Awareness Session

The session introduced entrepreneurship as an alternative career option alongside jobs and higher studies, highlighting risk, growth potential, and opportunity creation.

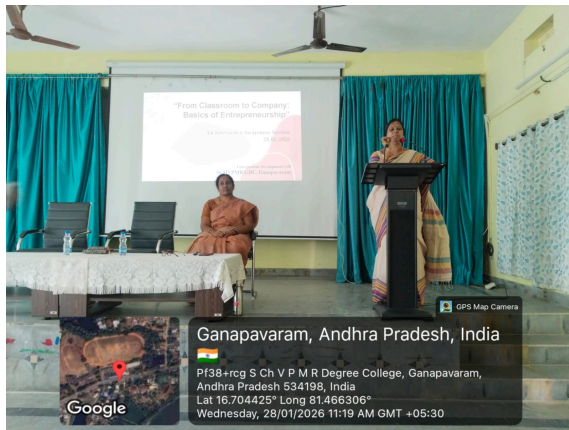
The structure and phases of the **RTIH–CCE InnoTribe program** were explained in detail, including nomination, foundation courses, motivation assessment, and the Future Founders Module leading to advanced mentoring at Amaravati. Students were guided on sources of business ideas such as daily life problems, local demand, family skills, and government schemes. Real-life examples and case studies, including technology-based innovations, sustainable product models, and local entrepreneurship success stories, were shared to make the session practical and relatable. Government support schemes such as Startup India, Stand Up India, MUDRA, Skill India, and MSME support were also introduced.

Outcome of the Activity

- Students gained awareness about **entrepreneurship and innovation opportunities**
- Increased interest among students to **enrol in RTIH foundation courses**
- Enhanced understanding of **problem identification and solution-based thinking**
- Motivation created among students to consider **entrepreneurship as a viable careerpath**

The awareness session successfully inspired students to explore entrepreneurship and innovation, aligning with institutional goals of skill development, employability, and startup culture promotion.

No. of Participants 125





Student Enrollment in Certificate Courses (Phase I)

Sl. No.	Program	Students on Roll	No. of Students enrolled for the Courses	No. of Students completed the Courses
1	II BA	17		
2	II BCOM			
3	II Chemistry			
4	II Zoology			
5	II CS			
6	III BCOM			
7	III Chemistry	09	09	09
8	III Zoology			
9	III CS			
Total				

