

INSTITUTIONAL DISTINCTIVENESS

Narasu's Sarathy Institute of Technology is a service organization started by our Founder Thiru R.P. Sarathy Ayya in June 2008 as a means to give back to the society. He is a well-known philanthropist and has contributed greatly to education. Before starting this institution he was the Chairman of Sri Vidya Mandir Schools in Salem District and Founder Chairman of Vysya Group of Institutions, Salem. His vision was to provide quality technical education to the deserving students in the region. He believed that if the students are given good education they will support the whole family. He also believed that a good education is not only to get a good job but also to become successful entrepreneurs and create jobs for others.

His great vision has guided our institution to create business opportunities for interested students. Our Entrepreneur Development Cell is associated with professional organizations like CII (Confederation of Indian Industries), Salem Productivity Council, ICTACT (ICT Academy of Tamil Nadu) etc. to support our student entrepreneurs. In addition we have also signed MoUs with Angel Investors and Venture Capitalists like Native lead Foundation to support our students with business plans and seed investment.

CII (Confederation of Indian Industries)

The Confederation of Indian Industry (CII) is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

CII Higher Education is a part their Business Innovation Centre Team. Their key issue is strengthening industry-academia linkages. The department activities are accordingly aimed at stimulating industry-academia collaborations for achieving excellence in higher education from academic perspective and thereby producing quality human resource and research outputs for the benefit of industry. They work closely with the Government of India and academic organizations like AICTE to analyze and enrich the teaching learning process and bring it in tune with the industry needs.

CII Salem is a very active chapter and conducts many seminars and workshops for faculty and students. Our college hosts some of their events for educational institution. CII Olimayam main objective is to create a platform for the Start-ups to meet the End-user Companies, Potential Investors, Venture Capitalists, High-net-worth Individuals, Mentors, and Media. This exposition will create a great opportunity for the Young Start-up Companies with world class ideas in emerging technologies to meet with Industries and Venture capitalists to raise capital for their business, to launch their products and beyond. The Theme for CII Oli Mayam is “Gateway for Entrepreneurs”. Our students participated in this event and presented their business ideas.

Besides this we hosted a guest lecture by eminent speaker Lena Tamilvanan on Time Management for CII members. Our college faculty regularly attend the programmes conducted by CII and understand the industries expectations.

Salem Productivity Council

Salem Productivity Council is part of National Productivity Council, an autonomous organization Under Department for promotion of Industry & Internal trade, Ministry of Commerce and Industry, Government of India. Besides undertaking research in the area of productivity, NPC has been providing consultancy and training services. Our college has signed a MoU with them to make effective use of their services. Our students participate in their training programmes awareness camps on entrepreneurship.

The major benefits of the MoU are

1. To promote more effective use of each of their resources, and provide each of them with enhanced opportunities.
2. To cooperate and focus their efforts on co-operation within area of skill based Training, Education and Research.
3. The budding graduates from the institutions could play a key role in technological up-gradation, innovation and competitiveness of an industry.
4. To develop Industrial Training and visits.

ICT Academy

ICT Academy is an initiative of the Government of India in collaboration with the state Governments and Industries. ICT Academy is a not-for-profit society, the first of its kind pioneer venture under the Public-Private-Partnership (PPP) model that endeavors to train the higher education teachers and students thereby exercises on developing the next generation teachers and industry ready students.

ICT Academy was started to meet the skill requirements of the industry and generate more employment especially in tier 2 and 3 towns, the rural parts of the country. The organization was formed with representations from the State

Government of Tamil Nadu, leading companies in the ICT industry and National Association of Software Services Companies (NASSCOM) in India.

With training of teachers and students as the primary objective, ICT Academy has been working through a seven pillar program in the areas of Faculty Development, Student Skill Development, Entrepreneurship Development, Youth Empowerment, Industry-Institute Interaction, Digital Empowerment and Research & Publications.

Our Staff and Students have participated in the various programmes conducted by this organization. Their Research Publications are kept in the main library for reference. We conduct FDPs and Power Seminars with eminent personalities from the industry as Chief Guests.

Besides this the students are given awareness about the opportunities available in entrepreneurship and support they can avail through the college management from the first semester. Eminent industrialist and business magnates are invited for guest lectures and seminars. When students interact with them they gain knowledge business opportunities. Then in their third or final year they are encouraged to submit business proposals to their HODs. The best business proposal from each department is presented to the management. After intensive discussions the business plans are given all necessary support.

Last year three student teams created business ideas and implemented them. The team of five students headed by Gayathri of CSE Department started a web Development Company called Duckstacks Solutions Pvt Ltd., another team of 7 students headed by Murugan formed an e-commerce app for marketing Agro products called Sky Alpha Exports Pvt Ltd. And a student from Civil Engineering started a travels organization. Another team from Department of Civil Engineering headed by Kalaiyaran started a construction firm called Civil Builders in Salem.