

Criteria 3.2

Innovation Ecosystem

For Shri L P Raval College of Mass Media
& Management Studies


Principal



3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge.

Shri L.P. Raval College provides and reaching ecosystem for inculcating research and innovative approach amongst the students and staff by taking several initiatives for creation & dissemination of knowledge at management and college level through financial technological and infrastructure support and faculty level by providing platform through events programs seminars workshops skill based courses and research publications for creation and transfer of knowledge . The details are as under:

Research Infrastructure: Shri L.P. Raval College Of Mass Media And Management Studies demonstrated a markable commitment to fostering research and innovation within its academic community. A testament to this dedication was the organisation of a highly impactful national conference, where the college served as a platform for the exchange of knowledge and ideas. This conference facilitated the publication of research papers in **International Journal of Advanced Research in Science, Communication & Technology (IJARSCT)** authored by both the college's own esteemed faculties and talented students, as well as scholars from various other institutions. By showcasing the diverse range of research topics and perspectives, this event not only highlighted the college's role in driving academic advancement but also emphasised its collaborative spirit in promoting scholarly discourse and growth. In this vibrant atmosphere of intellectual engagement, Shri L.P. Raval College not only nurtured its own student's thirst for knowledge and innovation but also contributed to the broader academic community.

Academic Year 2020-2021 : In this Academic year the collaborative effort between students and faculties of Shri L.P. Raval College of Mass Media and Management Studies to publish 50 Research papers in the IJARSCT was driven by several key objectives. By involving both students and lecturers in the research and publication process, the college sought to cultivate an environment that encourages intellectual curiosity, critical thinking, and academic exploration.

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The endeavour aimed to facilitate knowledge dissemination and contribute to the academic community understanding of various subjects. The diverse range of topics covered in the proceedings showcased the breadth and depth of expertise within the college, thereby enriching the collective body of scholarly work. This dissemination of knowledge also aligned with the college commitment to advancing research and innovation in multiple disciplines. The collaborative publication provided a platform for cross-generational learning and mentorship. Students had the opportunity to work alongside experienced lecturers, benefiting from their guidance, insights, and research acumen. By publishing in a respected journal like IJARST, the institution showcased its dedication to producing high-quality research and contributing to the scholarly discourse. This visibility helped raise the profile of both the college and its contributors, strengthening their presence within the broader academic community.

For the year: 2021 – 22

The joint endeavour of students and lecturers at Shri L.P. Raval College of Mass Media and Management Studies to publish 50 proceedings journals in the IJARST during the 2021-22 academic year was driven by a series of significant objectives.

The initiative aimed to foster a culture of research and scholarly engagement within the college academic community. By encouraging students and lecturers to collaborate on research projects and disseminate their findings through reputable channels like IJARST, the college sought to enhance the research skills of students and provide them with a platform to showcase their innovative ideas. The publication of these journals aimed to contribute to the advancement of knowledge in various domains, reflecting the college commitment to academic excellence. The diversity of topics covered in the proceedings demonstrated the multidisciplinary nature of research undertaken at the college and provided a comprehensive overview of the collective expertise of both students and lecturers. This initiative also aimed to strengthen the college reputation by showcasing its active participation in scholarly activities at an international level,

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thereby increasing its visibility within the academic community and beyond. The collaboration between students and lecturers on such a scale fostered mentorship relationships, promoting knowledge exchange and experiential learning. Through joint research efforts, students had the opportunity to work closely with experienced faculty members, gaining insights into research methodologies, critical thinking, and effective communication of findings. This not only enriched their educational experience but also promoted a sense of shared ownership in. The emphasis on research and innovation throughout the academic year 2021- 22 underscores the college's dedication to cultivating the culture of intellectual curiosity and excellence, laying the foundation for continued scholarly achievements in the years to come.

Awareness on IPR : We have conducted sessions on awareness on IPR. Faculties and students participated in that workshops .Awareness of IPR :

The objective of the intercollege session conducted in the year 2020 – 21 was to introduce both students and faculties of Shri L.P. Raval College of Mass Media and Management Studies to the essential concepts of Intellectual Property Rights(IPR) and their profound relevance in the field of entrepreneurship. By establishing a foundational understanding of IPR, participants were equipped with the necessary knowledge to protect their innovative ideas, creative expressions, and proprietary knowledge in the entrepreneurial journey. The session aimed to develop a culture of innovative thinking among attendees .By explaining the significance of IPR, the objective was to inspire participants to think creatively, generate novel ideas, and develop solutions that have the potential to be transformed into valuable intellectual property assets. The linkage between IPR and entrepreneurship was emphasised, encouraging participants to recognize the role of intellectual property in shaping successful business ventures. The aim of the session was to educate attendees on the various types of IPR

Incubation Centre: During the academic year 2021 – 22,

Incubation Centre:

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After actively participating in the session Awareness on Intellectual Property Rights (IPR) for Entrepreneurship Shri L.P. Raval College of Mass Media and Management Studies was inspired to take initiative towards developing innovation and entrepreneurship within its academic community. As a result, the college has made a significant decision to establish an incubation centre, which is set to commence its operations in the upcoming academic year. This initiative comes as a testament to the college's dedication to nurturing a culture of innovation, creativity, and entrepreneurial thinking among its students and faculties.

Aligned with the ethos of encouraging research - entrepreneurship, Shri L.P. Raval College of Mass Media and Management Studies is also confident to launch a dedicated research cell. This research cell will surround a diverse array of topics and areas, providing a platform for students and faculties to engage in cutting-edge research projects that not only contribute to academic advancement but also hold the potential to translate into viable entrepreneurial ventures. By intertwining research and entrepreneurship, the college aims to provide an immersive environment where groundbreaking ideas can seamlessly evolve into practical solutions, ultimately driving economic growth and societal progress. With the establishment of both the research cell and the upcoming incubation centre. The College is poised to empower its students and faculties to shape the future through innovation, research, and entrepreneurial excellence.

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