

THE INNOVATION AND ENTREPRENEURSHIP POLICY

IMPLEMENTATION FRAMEWORK

March 2021

I. PURPOSE

The Innovation and entrepreneurship policy implementation based on the framework submitted envisioned to support measures and the relevant academic centres and external ecosystem to promote entrepreneurship. It sets out a structured framework and its implementation of germane policy areas, embedded in an overall entrepreneurship strategy that helps guide the stakeholders through the process of creating an environment that facilitates the embedding of entrepreneurship in the curriculum, the emergence of entrepreneurs and start-ups, as well as the growth and expansion of new enterprises. The policy framework has set out objective and the implementation broadly highlights action plan, Key matrix involved, KPI's, programs associated, timeline execution with key stakeholders. Implementation focuses on the practical side of the outcome of the entire framework over the period.

II. BIMTECH VISION & MISSION

VISION

To be known for developing ethical global leaders and entrepreneurs striving for sustainability and inclusive growth.

MISSION

- M1. To be preferred choice for students, faculty and recruiters.
- M2. To create and disseminate knowledge in a global context.
- M3. To imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring.
- M4. To equip students for global business leadership.
- M5. To develop faculty as global thought leaders.
- M6 To ingrain ethics, sustainability and inclusive growth in all its activities

The Mission Statement 3 of BIMTECH's VMV states, 'to imbibe entrepreneurial culture through curriculum, pedagogy, research and mentoring' which is further illustrated in the objectives.

III. OBJECTIVES

1. Create an environment to help expose students to entrepreneurship and develop entrepreneurial characteristics/traits in students;
2. Provide the information to support the creation of an entrepreneurial learning environment;
3. To encourage faculty to research projects in entrepreneurship;
4. To enthuse faculty to take up entrepreneurial mentoring;
5. Create awareness of venture creation as a viable career option; and
6. Increase the likelihood of venture creation among students and graduates.

This document suggests the implementation of the framework that in-line with the objective of the institute where incubation centre incorporated and the aim to achieve the objective of the overall activity in the realm of entrepreneurial education, awareness, and advocacy. This is used to increase entrepreneurial behaviours and activities in students, alumni and faculty, with specific aims stated

IV. OUR AIM

The aim of the policy is to increase the:

1. Number of students participating in the entrepreneurship program (the E-Cell)
2. Number of students undergoing the EIP (entrepreneurship internship programme)
3. Number of students developing business plans
4. Students taking internships/ placement with start-ups
5. Entrepreneurial events and activities held
6. New courses offered in entrepreneurship
7. Funds received for promotion of entrepreneurship
8. Research projects in entrepreneurship
9. Entrepreneurial mentoring by faculty

These aims can be met by providing venues for students to initiate student entrepreneurial activities, initiating occasions for students to work with small and medium-sized businesses/organizations, creating awareness of the resources that support the creation of businesses/ventures, within the institution, providing opportunities for students to generate business/venture ideas, offering opportunity for students to acquire the knowledge to start a venture, providing students access to business courses and initiating occasions for students to learn about various types of entrepreneurship.

V. CENTRE FOR INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT (CIED)

The Centre for Innovation and Entrepreneurship Development aims to support measures and the relevant academic centres to promote entrepreneurship. It is the implementing arm of the Entrepreneurship Policy of the Institute. The CIED encompasses within itself the Atal Incubation Centre - BIMTECH (AIC BIMTECH). The goal of the CIED is to provide both internal and external stakeholders like the students, alumni, faculty and the community at large, with an enabling environment and appropriate opportunities to develop their competencies in fields identified by themselves and the BIMTECH Strategic Management Committee as essential to their entrepreneurial growth.

These can be met by providing venues for students to:

- a. Initiate student entrepreneurial activities,
- b. Initiating occasions for students to work with start-ups and small and medium-sized businesses/organizations,
- c. Creating awareness of the resources that support the creation of businesses/ventures, within the institution,
- d. Providing opportunities for students to generate business/venture ideas,
- e. Offering opportunity for students to acquire the knowledge to start a venture,
- f. Providing students access to business courses and initiating occasions for students to learn about various types of entrepreneurship.

i. Deferred Placement Policy (DPP):

Objective:

The Deferred Placement Policy (DPP) aims at promoting entrepreneurship among its students by enabling students to start up their own venture with minimum risks. If the enterprise does not succeed in a stipulated period, they could come back and join the campus placement process. Simply put - in the case of the failure of the start-up, there shall be an opportunity to participate in the campus placements after two years. The deferred placement is a fall-back option, which enables graduating students (who drop out of campus placements) return to the campus recruitment process within two years if their own business venture does not succeed. This policy aims to encourage students who're looking to work on their own start-up idea by safeguarding them against the risk of having to forgo campus placements. The need for a DPP (Deferred Placement Policy) was envisaged due to the current trend of rising interest in entrepreneurship. Refer to Procedures for the details of the process to be followed for a student to be eligible for Deferred Placement.

Process, Key Matrix and KPI:

To achieve the policy framework objective, the Expert Committee member team has reviewed the process of selecting KPI for this program. The logical process involved is to decide the key matrix is **SMART**- *Specific, Measurable, Achievable, Relevant, and Time - Framed*.

The Guiding framework for the DPP program involves a process of selection of student going thru the process. The Deferred Placement Policy as of now can be evaluated on a case-by-case basis by a committee consisting of representatives of the CCR, the Dean- Academics office and the CIED. Subsequently, based on their recommendations, the decision is taken.

The conditions/ criteria on which the student can avail of this option are as follows:

a. Before opting for the deferred placement process,

1. The student(s) should have registered the idea/concept with the Centre for Innovation and Entrepreneurship Development.
2. The concept has been vetted by a panel of industry experts and faculty members to analyse the start-up venture plan of the student(s).
3. The student(s) should have a proper business plan to guide them as well as help them in acquiring capital investment.

b. After the start-up has registered and has been functioning for some time, and the student, henceforth referred to as the alumni, wants to revert back from entrepreneurship to seeking a job, then,

1. The registered firm of the alumni should be formally closed/ exited.
2. Transfer of idea/ concept can be done by the CIED to another entity, on mutual understanding
3. The deferred placement opportunity has to be availed of within two years of passing out of the campus, i.e., to illustrate, if a student passing out in April 2022 can avail of this opportunity till April 2024.
4. S/he will be given five opportunities- or as allowed to the existing students
5. S/he should be open to relocating anywhere in India or abroad, as per the Centre for Corporate Relations (CCR) rules
6. Once accepted by a company, there will be no repetition of the process.
7. In all cases, the decision of the CCR will be final and binding

Key KPI Matrix:

Year*	Number of students Involved	Number of Start-ups Created
2021-22	Depending on the applications received for DPP as students opting for this cannot be specified in advance.	At least 10% of the DPP applications received.
2022-23	-ditto-	At least 20% of the DPP applications received.
2023-24	-ditto-	At least 30% of the DPP applications received.

*Year: - from June to May every year as an academic calendar,

Key Stakeholders:

Major stakeholder is the CIED under which mentors are being assigned to promote the policy objective. DPP policy enables the students to defer the placements and gives platform to start their own business ventures. Associated mentors, industry practitioners and other stakeholders are assigned to budding entrepreneurs to impart learning to create successful ventures. Following are the list mentors assigned to achieve the objective of the policy, and the implementation framework aligns with the AIM envisioned.

Programs:

This policy aims to encourage students who're looking to work on their own start-up idea by safeguarding them against the risk of having to forgo campus placements. The need for a DPP (Deferred Placement Policy) was envisaged due to the current trend of rising interest in entrepreneurship. Refer to *Procedures* for the details of the process to be followed for a student to be eligible for Deferred Placement. The implementation of the policy in line with the objective stated, and the program is designed to achieve the same.

List of Programs to promote the Policy:

1. Orientation programs when the students join the institution
2. Knowledge sharing sessions
3. Key connect and mentorship sessions
4. Internship and exposure activities

ii. Entrepreneurial Internship Programme (EIP)

Objective:

Through the Entrepreneurial Internship Program (EIP), first-year students can participate in internships wherein during the 8-10 week program, interns will find themselves writing a business plan, presenting to investors and/or customers, performing a market survey, identifying alternative distribution channels, exploring alternative financing structures, or improving information systems.

Process, Key Matrix and KPI:

To achieve the policy framework objective, the Expert Committee member team has reviewed the process of selecting KPI for this program. The logical process involved is to decide the key matrix is **SMART**- *Specific, Measurable, Achievable, Relevant, and Time – Framed*.

EIP program is to encourage the students to implement their academic knowledge to the real time business cases. With the process of applying knowledge students have garnered over the year to be implemented in the prototype and learning how to think logical while creating a business from idea to reality. The EIP will be in lieu of the Summer internship program with the differences being

- i. Only a limited number of first-year students will be selected to be part of this, through a competitive application process
- ii. The students will work on their idea/concept under the supervision of an internal faculty (and if possible, an external mentor) and will try to create a 'proof of concept' / prototype / ready to the market product during their summer internship.

Otherwise, the EIP will follow the same guidelines of summer internship of having students appear for the viva and receiving credit for their summer internships.

Year*	Number of students opting EIP	Number of B- Plan created under EIP
2021-22	03	03
2022-23	05	05
2023-24	07	07

*Year: - from June to May every year as an academic calendar,

Key Stakeholders:

- BIMTECH as an academic enabler,
- Faculty and industry as a mentor,
- CIED as a body for implementing the program to derive value for interested students opting the program over summer internships.

VI. ATAL INCUBATION CENTER- BIMTECH

Objective:

The Incubation Centre is designed to support the successful development of entrepreneurial companies through an array of business support resources and services, developed and offered both in the incubator and outside. One main goal is to produce successful firms that will leave the program financially viable and freestanding. These incubator graduates have the potential to create jobs, revitalize neighbourhoods, commercialize new technologies, and strengthen local and national economies.

The Incubation Centre tries to provide management guidance, technical assistance and consulting tailored to young growing companies and assistance in obtaining the financing necessary for company growth. The objective of this centre is also to develop/upgrade entrepreneurial skills and techniques of incubate companies. This objective will be achieved through various short courses and workshops. The Institute's own and invited expert faculty will play an integral role in course development and instruction. Depending on the grant, the nomenclature of the Centre may change.

Process, Key Matrix and KPI:

To achieve the policy framework objective, the Expert Committee member team has reviewed the process of selecting KPI for this program. The logical process involved is to decide the key matrix is **SMART- Specific, Measurable, Achievable, Relevant, and Time – Framed.**

Incubates must prepare and present for review a project plan describing each milestone and corresponding activities along with resources needed for each milestone. The project plan must be adhered to strictly and corrective actions carefully designed and implemented to correct any deviation. Incubator Management will ensure that the plan is followed properly.

a. Procedure Selection of incubatee:

1. Receipt of application from the incubatee
2. Application screening by a committee comprising business and technical experts

3. Meeting/Presentation by the potential Incubate(s). At this stage, the Potential incubate will present the product concept and business feasibility

b. Selection Decision

1. The applicant is informed whether he/she is selected or rejected by the committee as an incubatee.
2. Monitor Project Progress and assist incubate with future actions
3. Tenancy Agreement

The Selection Committee will include:

Director of the Incubator, Faculty Member from the relevant field, External expert and Representative from Industry

The Incubation Centre has and will ensure a business-like discipline, teamwork effort and attention to details of every aspect of the project, to ensure success. This will be achieved through developing and managing project milestones such as Product design, Product testing in the market, Prototype development and simulated actual service conditions.

Year*	Number of startups incubated (startups can be both external and Internal)	Number of startups Graduated (startups can be both external and Internal)	Events held for engagement(hours)
2021-22	10	10	30
2022-23	15	15	40
2023-24	20	20	50

*Year: - from June to May every year as an academic calendar.

Key Stakeholders:

Implementation of successful ecosystem projects requires the participation of a broad group of local public and private leaders, which can include government entities, foundations, private enterprises, universities, and public-private partnerships. Our ultimate goal is to stimulate economic growth, development, and prosperity by creating measurably more entrepreneurship in a given locale within three years. The policy implementation is the joint effort to connect all the stakeholders and logical alignment to the objective with the which entire policy is created. Broadly divided into two parts as below:

1. An advisory board (tentative list):

- a. Angel Networks
- b. 2 to 3 high-level VCs (Helion Venture Partners, Erasmic Venture Fund (Accel India Venture Fund), Seed Fund, and Upstream Ventures)

- c. NSIC
- d. Banks
- e. Professors
- f. Entrepreneurs
- g. Legal experts, etc.

2. Ecosystem Engagement:

- a. Mentors
- b. Seed Funds
- c. Technical Labs
- d. Association with the Colleges in NCR and across India
- e. Angel Investors with different sectors
- f. Access to Banking finance
- g. Financial Consultants

Programs:

The following programs have been designed for the 2021-2022 calendar year to align with the vision for implementing the incubation program. The entire list of programmes involved stakeholders such as startups, mentors, faculty, industry leaders to achieve the I&E policy implementation objective. The following is a list of proposed programs:

SR. No.	Date of the Event	Name of the event	Speakers
1	3 March 2021	AIM-FICCI FLO MUMBAI WEBINAR	Mr. Ramanan Ramanathan, MD & Director AIM, Dr. Abha Rishi CEO, Atal Incubation Centre - BIMTECH Ms. Purna Kalra, Ms. Rama Vaidyanathan
2	8 March 2021	From Idea to Commercialization	Dr. Abha Rishi CEO, Atal Incubation Centre - BIMTECH
3	8 March 2021	Global Women in Leadership Awards 2021	Dr. Abha Rishi CEO, Atal Incubation Centre - BIMTECH
4	8 March 2021	LeadHERs - Ways to Promote Women Entrepreneurship	Dr. Abha Rishi CEO, Atal Incubation Centre - BIMTECH
5	12 March 2021	YSIP Session 2: Challenging Database and Focus SDGs	Mr Aditya Bose, Founder, Probano Mr Vivek Singh, Founder, Innovant Mr Zeeshan Khan, Founder, BeyondSmart
6	16 March 2021	FDP: Business Environment Scanning	Abhinav Singh Rawat, Marketing Manager AIC BIMTECH

7	20 March 2021	Saturday Round Tables' On Entrepreneurship "Digital Entrepreneurship"	Mr. Shreyas Jayasimha, Ms. Mala Morris, Ms. Archanna Gaarg, Ms. Priya Chetty Rajagopal, Mr. Vikrant Karandikar & Mr. Lokesh Shrivastav
8	26 March 2021	YSIP Session 3: SDG's lens for Innovation and Framing Lab	Mr Bhanu Prasad MN, Coach - Impact Innovation, Entrepreneurship, Partnerships, DISQ
9	9 April 2021	YSIP Session 4: Love the Problem	Mr. Ashwani Saxena CEO of JSW Foundation
10	17 April 2021	Saturday Round Tables' On Entrepreneurship "Global Entrepreneurship-Cross Border Expansion"	Mr. Ashutosh Kumar, Mr. Aakarsh Naidu, Mr. Darius Chinoy, Mr. Yatin K Thakur, Ms. Silva & Ms. Kshiti Gala
11	23 April 2021	YSIP Session 5: Business Models	Upcoming/Yet to be decided
12	22 May 2021	Saturday Round Tables' On Entrepreneurship "Legal Entrepreneurship"	Upcoming/Yet to be decided
13	22 May 2021	YSIP Session 7: SOLUTIONS DEVELOPMENT INNOVATION CAMP	Upcoming/Yet to be decided
14	18 June 2021	YSIP Session 9: SOLUTIONS DEVELOPMENT INNOVATION CAMP	Upcoming/Yet to be decided
15	26 June 2021	Green Entrepreneurship- A path towards sustainable development	Upcoming/Yet to be decided
16	2 July 2021	YSIP_Session 10: SOLUTIONS DEVELOPMENT INNOVATION CAMP	Upcoming/Yet to be decided
17	8 July 2021	Virtual Tour to Atal Incubation Centre - BIMTECH	Upcoming/Yet to be decided
18	16 July 2021	Session 11: REVIEW 1 (Camp 1 and Camp 2)	Upcoming/Yet to be decided
19	24 July 2021	Entrepreneurs In AI	Upcoming/Yet to be decided
20	24 July 2021	Incubator Management Training Programme	Upcoming/Yet to be decided

21	30 July 2021	Baithak (Virtual Community Meet)	Co-Working Member, Incubates
22	20 August 2021	Hurdles faced by Startup founders and how to overcome them	Upcoming/Yet to be decided
23	21 August 2021	Orientation session for all students & faculties of Institute by Innovation Ambassador	Upcoming/Yet to be decided
24	23 August 2021	Detailed overview of IPRs + Trademarks	Upcoming/Yet to be decided
25	27 August 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
26	28 August 2021	SRTOE- Edtech	Upcoming/Yet to be decided
27	31 August 2021	Baithak (Virtual Community Meet)	Upcoming/Yet to be decided
28	1 September 2021	Lean Model Canvas	Upcoming/Yet to be decided
29	2 September 2021	Knowledge and Experience Sharing Session by the Incubator for the Incubators	Upcoming/Yet to be decided
30	4 September 2021	Understanding Design Thinking Process	Upcoming/Yet to be decided
31	6 September 2021	Product Market Fit & Business Model	Upcoming/Yet to be decided
32	9 September 2021 L	Lean Startup and MVP	Upcoming/Yet to be decided
33	15 September 2021	Story telling for your Startup	Upcoming/Yet to be decided
34	17 September 2021	Workshop on "Entrepreneurship and Innovation as Career Opportunity"	Upcoming/Yet to be decided
35	24 September 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
36	27 September 2021	Orientation Session on National Education Policy (with a focus on Innovation and entrepreneurship)	Upcoming/Yet to be decided

37	28 September 2021	Introduction, Best Practices and the Value of Design for Startups	Upcoming/Yet to be decided
38	30 September 2021	Baithak (Virtual Community Meet)	Upcoming/Yet to be decided
39	13 October 2021	Lean Startup and MVP	Upcoming/Yet to be decided
40	23 October 2021	SRTOE- Insuretech	Upcoming/Yet to be decided
41	27 October 2021	Fundraising At Early Stage Of Start-up	Upcoming/Yet to be decided
42	28 October 2021	Building an Innovation/product fit for market	Upcoming/Yet to be decided
43	29 October 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
44	30 October 2021	Session on identifying Intellectual Property component at the early stage of Innovation	Upcoming/Yet to be decided
45	15 November 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
46	17 November 2021	Workshop on Entrepreneurship Development Phases	Upcoming/Yet to be decided
47	19 November 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
48	27 November 2021	Saturday Round Table On Entrepreneurship- Space	Upcoming/Yet to be decided
49	2 December 2021	Design Validation through various model of design validation	Upcoming/Yet to be decided
50	10 December 2021	Orientation session for all students & faculties of Institute by Innovation Ambassador	Upcoming/Yet to be decided
51	13 December 2021	Orientation Session on National Innovation and Startup Policy (NISP)	Upcoming/Yet to be decided
52	15 December 2021	Banking & Finance for Startups	Upcoming/Yet to be decided
53	30 December 2021	IIC Council Meeting- Review of Q1 progress and Planning for Q2.	Upcoming/Yet to be decided
54	14 January 2022	Banking & Finance for Startups	Upcoming/Yet to be decided

55	20 January 2022	Workshop on Intellectual Property Rights (IPRs) and IP management for start up	Upcoming/Yet to be decided
56	28 January 2022	Banking & Finance for Startups	Upcoming/Yet to be decided
57	1 February 2022	Interactive Session/Mentoring Session with "Successful Start-up founders" (Entrepreneurs in Campus)	Upcoming/Yet to be decided
58	11 February 2022	Banking & Finance for Startups	Upcoming/Yet to be decided
59	18 February 2022	Session on "How to plan for Start-up and legal & Ethical Steps"	Upcoming/Yet to be decided
60	21 February 2022	Orientation session for all students & faculties of Institute by Innovation Ambassador(s)	Upcoming/Yet to be decided
61	25 February 2022	Banking & Finance for Startups	Upcoming/Yet to be decided
62	8 March 2022	Workshop on Prototype/Process Design and Development - Prototyping	Upcoming/Yet to be decided
63	10 March 2022	Session/ Workshop on Business Model Canvas (BMC)	Upcoming/Yet to be decided
64	11 March 2022	Banking & Finance for Startups	Upcoming/Yet to be decided
65	15 March 2022	Mentorship Session for Innovators (or) Student Entrepreneurs through experts and (or) Innovation Ambassadors/Innovation Agent	Upcoming/Yet to be decided
66	25 March 2022	Banking & Finance for Startups	Upcoming/Yet to be decided
67	30 March 2022	IIC Council Meeting- Review of Q2 progress and Planning of Q3.	Upcoming/Yet to be decided



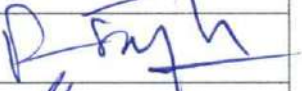

VII. EXPERT COMMITTEE MEMBERS AND IMPLEMENTATION TEAM

To implement the vision and mission of the Institute, to achieve the stated objectives, the overall framework was designed and implemented with due consideration by IIC members. The implementation team must carry out the roles and responsibilities associated with the implementation of the overall policy framework. The implementation team is responsible for program delivery in accordance with the KPIs selected under the direction of IIC members as mentors. In addition, the Expert Review Team is responsible for meeting with the implementation team in a timely manner and increasing the number of stakeholders necessary to achieve the objectives

Implementation Team:

SR No.	Team Member Name	Roles Assignment
1	Dr Shalini Singh	Convener
2	Anil Kumar Singh	Innovation Activity, Internship Activity Coordinator
3	Abhinav Singh Rawat	Social Media, Member
5	Pragya Trivedi	Member- Projects
6	Kapil Agarwal	Member- Operations
7	Anmol Chaturvedi	IPR Activity Coordinator
8	Prashasti Chauhan	Member- Media Connect

Expert Committee Members (IIC review Panel):

SR No.	Team Member Name	Roles Assignment	Signature
1	Dr H Chaturvedi	HEI Member- Head of the institution	
2	Dr Abha Rishi	NISP coordinator	
3	Dr Rahul Singh	Expert Committee Member	
4	Dr Shalini Singh	Expert Committee Member	
5	Dr Meena Bhatia	Expert Committee Member	