



# Innovation and Startup Policy Implementation Strategy and Progress Monitoring at HEI level

**NISP Implementation Program**  
Ministry of Education's Innovation Cell

**2<sup>nd</sup> Training Session (2020-21)**

Date: 21 August 2020

[www.mic.gov.in](http://www.mic.gov.in)

## Online Session 2: Innovation and Start up Policy Implementation Strategy and Progress Monitoring at HEI level

Opening Address by  
***Dr. Abhay Jere, Chief Innovation Officer***

Topics Covered:

- ✓ What are the methods for the Innovation & Startup policy implementation?

**Speaker: Dr. Pooja Rawat, Innovation Officer**

- ✓ How to establish a framework for the policy implementation at HEI level?

**Speaker: Dr. Mohit Gambhir, Innovation Director**

- ✓ How to evaluate the progress and impact of policy by setting up KPIs?

- ✓ Task Sheet: To do list for Implementation

**Speaker: Dr. Abhay Jere, Chief Innovation Officer**

# Tasks given post-Training Session 1 on 7 August 2020

## Constitution of Committee for NISP Implementation

- Committee of experts comprising of people associated with delivering incubation and pre-incubation services and facilities, alumni, innovators, entrepreneurs, startup founders
- NISP Coordinator will be the convenor of the committee
- Representation from key industries/ ecosystem enablers from the region

## Brainstorming Meetings of the committee members

- Identify thrust areas for policy intervention to achieve the policy goal
- Frame Vision (Goal), Mission, Impact (Long term Objectives), Outcome (Short term Objectives)
- Benchmarking of parameters and Key Performance Indicators for monitoring and Impact evaluation

## Topics covered in previous Training Session 1 conducted on 7 August 2020

- ✓ Why HEIs should adopt and where to start adoption of NISP?
- ✓ What are the provisions and components in NISP for HEIs to implement?
- ✓ What are the desirable approaches, expected outcomes and likely impacts which will be created both at Micro & Macro level and Short- and Long-Term?
  - ✓ Task Sheet preparation: To do list for adoption

What are the methods for Innovation & Startup policy implementation?

# What are the methods for Innovation & Startup policy implementation?

## Strategic Measures at the University/ Institute Level



# What are the methods for Innovation & Startup policy implementation?

## Pre-incubation Facility in the Institute?



# What are the methods for Innovation & Startup policy implementation?

## Support through Pre-incubation/ incubation facilities?



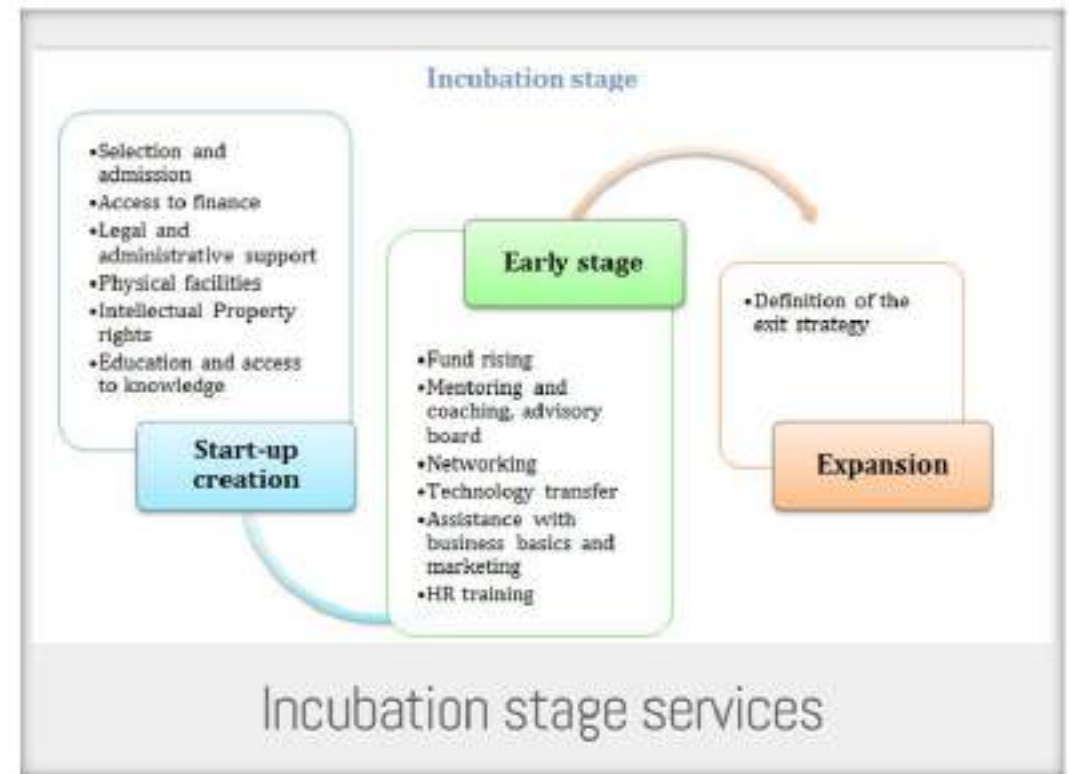
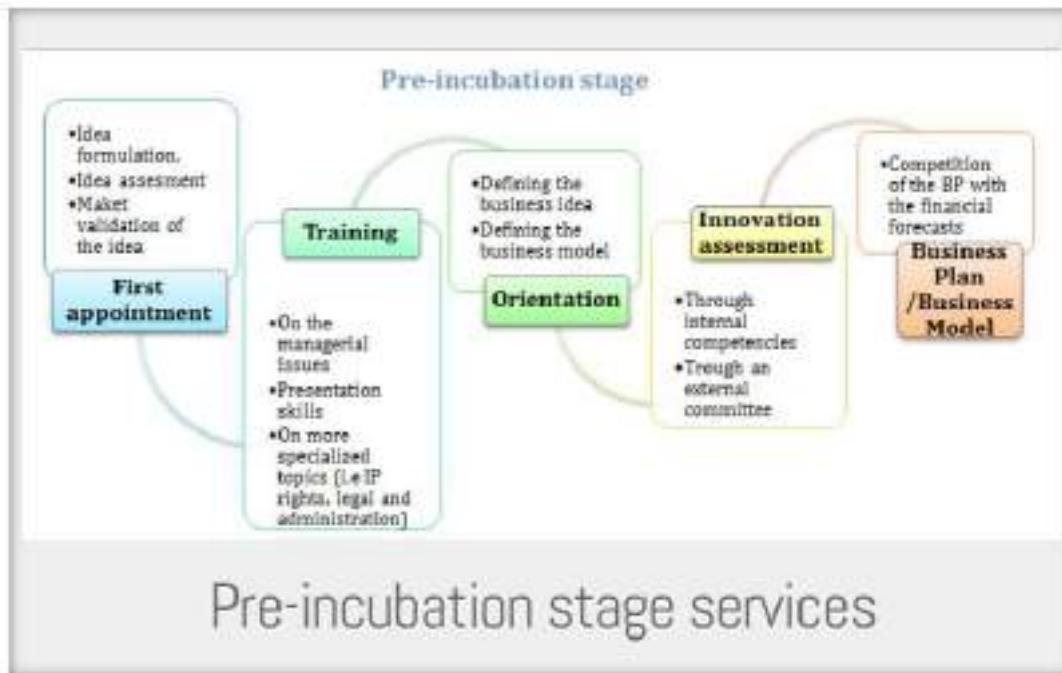
**Clause 3 (i), NISP 2019**

Reach out to the nearby institutions with existing facilities, in case institute doesn't have its own facility of pre-incubation and incubation, or institute is in the process of developing such facilities.



# What are the methods for Innovation & Startup policy implementation?

## Support through Pre-incubation/ incubation facilities?



# What are the methods for Innovation & Startup policy implementation?

## Financial Strategies and Resource Mobilization?

Generate funds through CSR for supporting the technology incubators

Government organizations such as DST, DBT, MHRD, AICTE, BIRAC, TIFAC, NRDC, MeitY, MSME, Startup India, Invest India, etc.

Alumni network for getting sponsorships and donations for activities

International partnerships including exchange programs, internships

Clause 1 (c), NISP 2019

What are the methods for Innovation & Startup policy implementation?

Eg. Incubation Centres under Atal Innovation Mission - 'Atal Incubation Centres'

Financial support in the form of Grant-in-aid for a maximum of 5 years

Grant-in-aid of Rs. 10 Crore - capital and operational expenditure

10,000 sq. ft of built up space with a lease period of 15 years for academic/ R&D institutions and 9 years for companies and individuals

More details at:

<https://niti.gov.in/writereaddata/files/Guidelines%20to%20setup%20AIC%20May%202016.pdf>

## What are the methods for Innovation & Startup policy implementation?

E.g. DST, Govt. of India- National Initiative for Developing and Harnessing Innovations  
Technology Business Incubator (NIDHI-TBI)

Registration of NIDHI-TBI as not-for-profit society/trust or a section 8 company by the Host Institution.

The minimum period of lease for which the HI should provide land & building is 30 years.

20000 sq. ft of furnished space for hosting the NIDHI-TBI.

Rs. 7- 10 Crore Grant

More Details available at: [http://www.nstedb.com/New\\_Programmes/NIDHI-TBI.pdf](http://www.nstedb.com/New_Programmes/NIDHI-TBI.pdf)

What are the methods for Innovation & Startup policy implementation?

## Selection of business ideas for Pre-incubation/ incubation

Ensure Considerable  
commercial potential

Ensure commitment of the  
team to create a new start-  
up venture

Ensure IP filed

Ensure team leader take  
responsibility to lead the  
project once pre-incubation  
phase is over

# What are the methods for Innovation & Startup policy implementation?

## Creating Pathways for Entrepreneurs within Institute



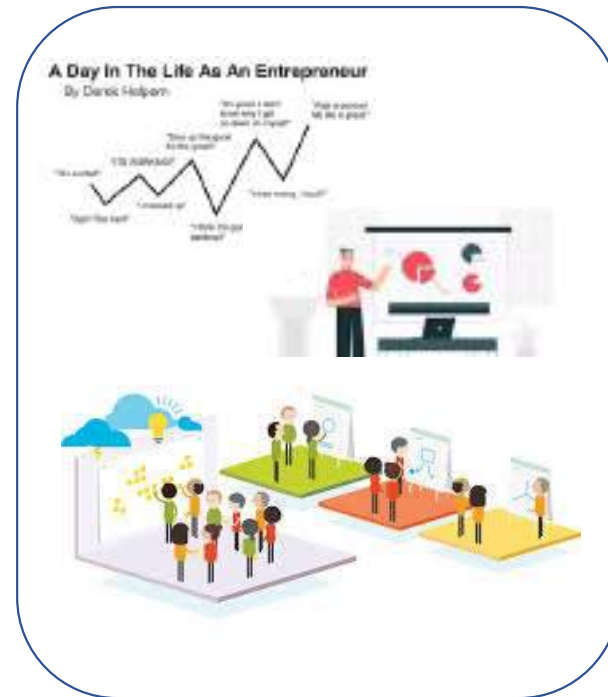
Awareness



DESIGN THINKING



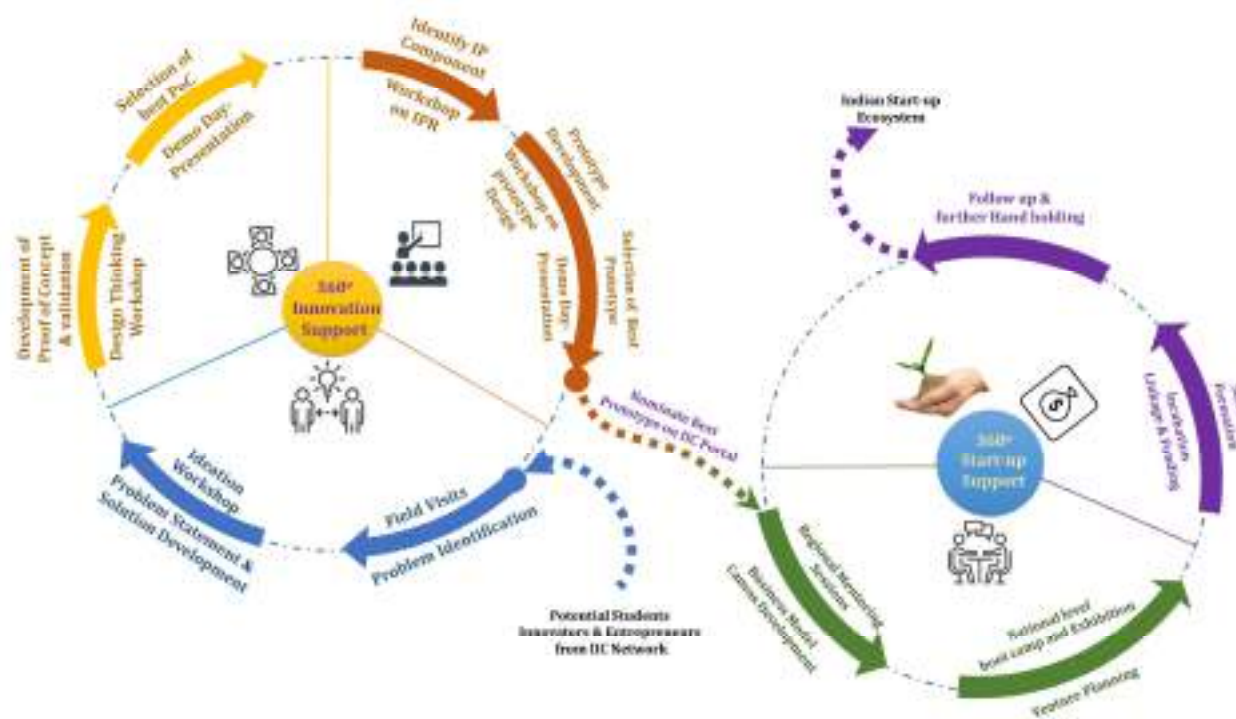
Mentoring programs



Clause 3 (g), (m), (n), (o), NISP 2019

# What are the methods for Innovation & Startup policy implementation?

## Eg. Annual Innovation Contest by Ministry of Education



- MIC Annual innovation Festival
- National level Boot camp and Exhibition
- Regional Mentoring Sessions
- Prototype Development
- Workshop on IPR & Identify IP Component
- Demo Day- Presentation & Selection of best PoC
- Development of Proof of Concept
- Ideation Workshop & Solution Development
- Field Visits & Problem Identification



What are the methods for Innovation & Startup policy implementation?

## Grand Challenge, Ideation Challenges by Govt., Private National/ International Organizations



Cyber Security Grand Challenge- MeitY

<https://innovate.mygov.in/cyber-security-grand-challenge/>



[www.sih.gov.in](http://www.sih.gov.in)



<https://home.kpmg/in/en/home/careers/graduates/kpmg-ideation-challenge-kic.html>



What are the methods for Innovation & Startup policy implementation?

Eg. Innovation Ambassadors' Trainings by Ministry of Education and AICTE



How to establish an implementation framework?

# How to establish an implementation framework?

## Identify Pillars of Implementation Framework for your HEI

- Startup Policy and Implementation
- Awareness and Outreach
- Incubation Support
- Seed Funding Support; Angel and Venture Funding Support
- Easing Institutional policy for students, faculty and staff

# How to establish an implementation framework?

## Pillars of Implementation Framework

- ✓ Organize Outreach events to showcase innovative ideas from your institute
- ✓ Organize bootcamps to identify student innovators
- ✓ Bootcamps on social entrepreneurship
- ✓ Organize hackathons, tech fest to find technological solutions for the challenges
- ✓ Entrepreneurship training
- ✓ Support participation of students in national, international events related to startups, entrepreneurship

Awareness and Outreach

# How to establish an implementation framework?

## Pillars of Implementation Framework

- ✓ Dedicated web portal presence on Institutions' website and display of Innovation Toolkit
- ✓ Institution's startup policy document on website
- ✓ Facilities available
- ✓ Activities Planned- idea competitions, hackathons, workshops, etc.
- ✓ Listing Regional Ecosystem enablers such as incubators, accelerators
- ✓ Status of activities, participation- dynamic
- ✓ IP support centers, Startup Cell, EDC, IEDC, IIC
- ✓ Partnerships and MoUs, Alumni network

Startup Policy and Implementation

# How to establish an implementation framework?

## Pillars of Implementation Framework

- ✓ Setting-up of the incubation facility and bearing of capital, operations and maintenance expenses
- ✓ Explore PPP mode in partnership with state government, corporates
- ✓ Identify faculty, alumni for Mentorship support

### Incubation Support

- ✓ Reach out to State Seed Funding Support
- ✓ Make Seed funding guidelines and resources available to students, faculty
- ✓ Generate Seed funding support through appropriate financial strategies
- ✓ Explore creating a seed fund with support of Alumni network

### Seed Funding

# How to establish an implementation framework?

## Pillars of Implementation Framework

- ✓ Easing policies related to students' such as Academic break, Credits, Internships, Relaxation in Attendance as mentioned in 3(b), NISP
- ✓ Easing policies related to faculty such as leaves, performance evaluation, faculty duties as mentioned in 3(g), NISP

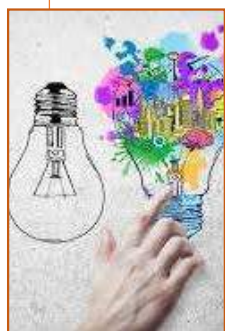
Easing Institutional policy for  
students, faculty and staff

How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?



# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Impact Indicators/ Parameters of Policy Implementation



### 1 a. IMPACT OF AWARENESS AND OUTREACH

- Program Conducted by Institute Related to IPR, Entrepreneurship / Start-ups & Innovation



### 1 b. IMPACT OF AWARENESS AND OUTREACH

- Participation / Representation of Students and (or) Faculties in Events / Programs related to IPR, Start-ups/ entrepreneurship & Innovation organized by reputed external institution at national/ international level



### 2. IMPACT OF FINANCIAL STRATEGY

- Annual Budget Spent on Innovation & Start-up funding, Income & Expenditure towards Promoting and Supporting Innovation & Start-up in Campus

# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Impact Indicators of Policy Implementation



### 3. IMPACT OF INCUBATION SUPPORT

- Innovation, Pre-Incubation & Incubation Centre/Facilities exists in campus
- Grants / Funds Received by Pre-Incubation & Incubation Centre / Facilities exists in Campus



### 6. IMPACT OF INCUBATION SUPPORT

- Idea / Prototype / Innovation have received Grant / funding from Pre-Incubation / Incubation Centre / Facilities
- Start-ups have received Grant / funding from Pre-Incubation/ Incubation Centre/Facilities



### 4, 5. IMPACT AT IP FRONT & COURSES

- Patent Granted and Published
- Technology Commercialization / Transfer
- Courses on Innovation, IPR and Entrepreneurship Development Offered by Institute

# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Impact Indicators of Policy Implementation

Number of Startups with CIN Number

No of Faculty as Founder & Co-Founder with DIN

No of Startups with Annual Turnover Rs 50 Lakhs or 10 employee

No of Innovations in TRL 0-4; 5-7; 8-9

**IMPACT OF  
INCUBATION  
SUPPORT**

# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Suggestive Indicators

Sr. no	Parameter
1	Parameter 1
1.1	No of Program Conducted
1.2	No of Program Participated
1.3	No of Awards
2	Parameter 3 Part 1 A
2.1	No of Centers Type of Facilities wise
2.2	Carpet Area in SqFt. if Pre-Incubation Centre and $\geq 600$ if Incubation Unit and $\geq 1500$ if Research Park/Innovation Park and $\geq 5000$ if Centre of Excellence with Advance Tools & Equipment and $\geq 1000$ if IPR Cell / Patent Facilitation Unit / Technology Transfer Centre
3	Parameter 6 Part 1 C
3.1	No of Innovations TRL 0-4
3.2	No of Innovations TRL 5-7
3.3	No of Innovations TRL 8-9
	Sub Total
4	Parameter 6 Part 1 D
4.1	No of Startups with CIN
4.2	No of Faculty as Founder & Co-Founder with DIN
4.3	No of Startups with Annual Turnover Rs 50 Lakhs or 10 employee

# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Suggestive Indicators

5	Parameter 3 Part 2
5.1	Giving Incubation
5.2	Receiving Incubation
6	Parameter 6 Part 1 C
6.1	Parameter 6 Part 1 C: Total Angel/VC Fund Amount raised by Innovation
6.2	Parameter 6 Part 1 D: Total Angel/VC Fund Amount raised by Startups
7	Parameter 4
7.1	No of Full time Programs
7.2	No of Short time & Elective / Core Credit
7.3	No fo MDP, EDP, FDP Programs



# How to evaluate the progress and impact of policy by setting up Key Performance Indicators (KPIs) ?

## Suggestive Indicators

8	
8.1	Parameter 5.1
i	Patent Granted
ii	Patent Published
iii	Incubated Startup holds Patents
	Sub Total
8.2	IP and Technology Commercialization 5.2
i	No of IP Commercialized/Technology Transferred
9	Budget - Expense and Revenue (Parameter 2)
9.1	Total Expense towards innovation, IPR and Startup
i	Total Expense on Program Conducted and participated
	Program Conducted Amount
	Program Participated Amount
ii	Incubation Infra. (Capital Expenditure + Operational Expenditure)
iii	Total Seed Fund/Grant Disbursed to Innovations
iv	Total Seed Fund/Grant Disbursed to Startups
	Sub total
9.2	Total Revenue/Income from innovation, IPR and Startup and incubation
i	Total Income from Incubation (training and skill + mentoring + office space and rent)
ii	Total Revenue for Technology /IP Commercialization
	Sub Total

## Action Items post-Training Session 2

Create dedicated  
Web Portal for  
display

- Create a dedicated web portal and prominent display on Institutions' website
- Institution's startup policy document on website, if created already/ NISP document
- Facilities available for startups and entrepreneurship
- Activities Planned- idea competitions, hackathons, workshops, etc.
- Listing Regional Ecosystem enablers such as incubators, accelerators
- Status of activities, participation- dynamic
- Explore IP support
- Partnerships and MoUs, Alumni network



## Important Links

Recorded version of NISP Training Session 1 on MIC's social media:

<https://www.facebook.com/mhrdInnovation/videos/1557696537724806>

<https://www.youtube.com/watch?v=gD4idxmCPfU>

Recorded version of NISP Training Session 2 on MIC's YouTube channel

<https://www.youtube.com/watch?v=ntGm7GdlUc8>

Institutes can join the NISP Campaign launched by Ministry of Education's Innovation Cell

[https://mic.gov.in/startup\\_application.php](https://mic.gov.in/startup_application.php)

Institutes can Implement NISP by Appointing a Sr. Faculty as In charge and send Nominations

[https://mic.gov.in/nominate\\_faculty\\_for\\_nisp.php](https://mic.gov.in/nominate_faculty_for_nisp.php)

For detailed explanation of NISP, watch video at

<https://www.youtube.com/watch?v=8vdEyL7uKXs&t=7330s>

Download the Copy of NISP & Share with Students, faculties, and Head of Institute for Adoption

[https://mic.gov.in/assets/doc/startup\\_policy\\_2019.pdf](https://mic.gov.in/assets/doc/startup_policy_2019.pdf)





# Thank you

Visit us at [www.mic.gov.in](http://www.mic.gov.in), [www.aicte-india.org](http://www.aicte-india.org)

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