

Bhakta Kavi Narsinh Mehta University

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Guidelines For Student Startup & Innovation Policy (SSIP)

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1.0 Bhakta Kavi Narsinh Mehta University

Bhakta Kavi Narsinh Mehta University (BKNMU), a State University was established by Government of Gujarat vide Gujarat Act. No 23 of 2015 on 16th September, 2015, situated at Junagadh city of the Saurashtra region, Gujarat State, India. The idea of new university conceived by Honorable Prime Minister Shri Narendra Modi and the seed of inception was laid down by Honorable former Chief Minister of Gujarat- Shrimati Anandiben Patel. Provisionally, the university is made functional in Government Polytechnic Building, Khadiya, which is in close vicinity of 12 kilometres from Junagadh city. The jurisdiction of the University includes Junagadh, Porbandar, Gir Somnath and Devbhumi Dwarka districts. Prof. (Dr.) Chetan Trivedi is presently working as a Vice Chancellor of the university.

2.0 The SSIP Cell of the University

The SSIP Cell of the Bhakta Kavi Narsinh Mehta University was established in April 2017 under the guidance of former Vice Chancellor Prof. (Dr.) J. P. Maiyani and currently functioning under able leadership of Vice Chancellor Prof. (Dr.) Chetan Trivedi. The SSIP cell of the university is dedicated to provide opportunities, encouragement and create end to end support to young innovators to showcase the abilities to cater the current needs of academia, industries as well as public and private sectors.

3.0 The SSIP Policy

Government of Gujarat has developed a policy for providing assistance to Startups/ Innovation. Under this scheme, any individual/ group of individuals having innovative idea/ Concept will be eligible and/ or Universities/ education institutions, Incubation Centre/ PSUs/ R&D Institutions/ Private and other establishments will be eligible as an institution to support and mentor to innovators as approved by Committee. Startups in an economy's technology sectors are an important indicator of technological performance for several reasons.

The education department of the state government is aiming to leverage these Avenues in a systematic manner by building student-centric innovation and pre-incubation processes. Harnessing the creative potential of young students across universities and educational institutions is also necessary to generate an entrepreneurial model of inclusive development.

Gujarat has witnessed huge industrial growth in last decade and hence it is imperative need to have robust system to support student innovation. To facilitate and pre- incubate innovative ideas to go through a stage of proof of concept, prototype, product, testing & trial, redesign

and development of utility, the student startup and innovation policy of the state would help in building innovation and pre-incubation processes of the state higher education.

3.1 Key Objectives of the Policy

As directed in the Student Startup & Innovation Policy of Government of Gujarat the key objective of this policy is to create an integrated, state-wide, university-based innovation ecosystem to support innovations and ideas of young students and provide a conducive environment for optimum harnessing of their creative pursuit.

The key objectives of the scheme are:

1. Developing student centric Innovation and Pre-incubation Ecosystem.
2. Creating environment for creativity to flourish and an end-to-end support system in educational institutions to allow ample support to ideas for better execution.
3. Build internal capacity of educational institutions and key components of the innovation ecosystem to enable deployed processes to make sustainable impact at scale.
4. Create pathways for mind to market by harnessing and handholding projects/ research/ innovation/ ideas of students in Gujarat.
5. Creating and facilitating sectoral and regional innovation efforts in University and around educational institutions.
6. Create a common platform to showcase, support and upscale innovations for motivating stakeholders as well as for an opportunity to create value for money and value for many.
7. Leverage public system initiatives at University level, academia, industries and by other ecosystem stakeholders / domain experts and institutions to make an inclusive effort

3.2 Key Goals of the Policy

1. Execute the broad agenda of innovation and pre-incubation
2. Create an environment that converts graduates into job creators by innovation.
3. Support at least 100 student-led innovations per year.
4. Harness at least 250 student startups in the next 5 years, and upscale.
5. Create a robust Innovation and Pre-incubation support systems of the University.

6. Create incentives, awards, appreciations and benchmarks for innovation and student startups and associated efforts at all layers.
7. Build capacity for at least 10 educational institutes from affiliated institutions in the next three years, to have encouragement and robust pre-incubation support for student / alumni startups and innovations.
8. Ensure that the innovation processes should go through systematic ways so that students and faculty solve their challenges and create further entrepreneurial opportunities.

4.0 Formation of the SSIP Cell

A University level Policy Implementation Committee and IPR Committee on the student innovations are constituted to provide guidance and to steer the policy's implementation and coordination. The committee shall comprise of the following members:

SSIP Committee of the University

SN	Designation	Nomination
1	Horrible Vice Chancellor	Chairperson
2	Industry Expert (Industrialist/ Innovator/ Investor)	Member
3	Alumni (Having One Startup/Innovation/Patent/Industry)	Member
4	Ecosystem Expert	Member
5	Finance Expert	Member
6	Academic Expert (two members)	Member
7	University Coordinator	Member Secretary

IPR Committee of the University

SN	Designation	Nomination
1	Horrible Vice Chancellor	Chairperson
2	Technical Expert/s	Member
3	IPR Expert (Having minimum three years experience in the field of IPR)	Member
4	University Coordinator	Member Secretary

4.1 Authority and Duties of the University SSIP Committee:

A University level Policy Implementation Committee (SSIP Committee) shall have the following powers and duties for implementation and smooth functioning of the policy.

The SSIP Committee should:

1. Plan at Micro level to deploy key objectives such as capacity building, institutionalizing the processes, and to achieve the desired goals of the policy.
2. Counsel the stakeholders regarding their innovations etc.
3. Bifurcate the funds head wise received from the Government.
4. monitor the utilization of grants.
5. The grant shall be broadly used for building ecosystem, developing preincubation processes, support systems, co-working space, fab facilities, activities, events, symposiums, technology platforms, MOOCs, research and development, publication, awards and recognition, exposure etc. Civil works or construction of new buildings shall not be eligible for support.
6. Undertake culture building activities such as workshops, hackathons, etc. frequently.
7. Scrutinize the student's projects and finalize the financial support to the students. Maximum of average 10 projects may be supported per institute through university based on merit.

5.0 Broad Roles of Stakeholders

1. **Government:** Mandate, support, facilitate, integrate and scale.
2. **Academic stakeholders:** Deploy agenda within, quality assurance, create end-to-end support systems and codification.
3. **Non-academic, industry and other ecosystem stakeholders:** Mentoring, market access and domain knowledge

6.0 Funding Support for Student Startups

As per the provision and guidelines of the Innovation and Pre-incubation Scheme of the state (SSIP Gujarat), the University will provides support for creation of support systems for student innovations and early stage student startups across the education sector of Gujarat. The scheme provisions funding support for capacity building initiatives undertaken at universities and institutes of higher education, fund initiatives for sensitisation of students

regarding innovation and entrepreneurship, prototyping of ideas and innovations, IPR, and allied efforts.

6.1 Beneficiaries

The following are the beneficiaries of the Innovation and Pre-incubation Support Scheme:

- 1. Universities:** Government Universities, Government Aided Universities and Private Universities, sector-specific universities, and deemed universities.
- 2. Educational and academic institutes:** Government, Grant-in-Aid and Self Financed academic and educational institutes affiliated to any university in Gujarat.
- 3. Student / innovators:** Students, student innovators and pre- incubation stage startups run by students belonging to eligible universities and educational institutes shall be supported under this scheme.

6.2 Scope of Support and Utilization of the Grants

a. University Level

Universities receiving any grant under this scheme shall utilise the grant as follows:

- 1.** The grant shall be broadly used for developing ecosystem, developing institutional mechanism, developing pre-incubation processes, support systems, co-working space, fab facilities, activities, events, symposiums, interventions, awareness drives, technology platforms, MOOCs⁴, research and development pertaining to innovation and entrepreneurship, publication, awards and recognition, exposures, operational expenditure including human resources on contract basis, and allied expenditure.
- 2.** The grant cannot be used for civil works, buildings and utilities which shall be provided by the university through its own funds. The university may use existing applicable infrastructure or resources.

Pre-incubation facility at University: A pre-incubation facility encompasses interventions and common facilities that provide exposure, create a culture, and support ideas and innovations at early stage. This covers a wide range of activities such as outreaching to students, large-scale literacy programs creating conducive environment to usher creativity etc. Such a facility also aims to cater the need of student innovators in allied ecosystems and provide exposure to concepts such as design thinking and ideation support, imparting problem solving skills, pedagogic, academic & other skill insertion programs, etc. The preincubation facility at university creates a strong pipeline for innovations to flourish in

subsequent stages. It also creates the base for all the ecosystem building measures around university system.

Co-working space: A co-working space is a combination of common soft and hard infrastructure available in a well-accessible space for students/innovators & student startups with basic amenities such as digital tools, sitting & working space etc. In public universities, generally such a space is meant for early stage student startups that in general cannot afford independent rented space to carry their innovation and startup activities in early days of their operation. Such co-working spaces also have access to innovation and entrepreneurship related activities, mentors, experts etc. through a common window.

Fab lab: A fab lab (fabrication laboratory) is a small-scale workshop offering (personal) digital fabrication and other supports. Generally when a student/ innovator attempts to make an initial proof of concept, access to such a workshop is necessary to convert ideas into a demonstrable product or service. Most of the instruments available in such a facility can be operated by students/innovators for first-hand usage.

MOOCs: Massive Open Online Course are aimed to deliver quality education program virtually through a technology platform and participants are able to leverage such courses irrespective of their location. MOOCs and blended mode of learning helps to impart quality learning to end users in remote places.

b. College/Educational Institutes Level

College/ Educational and academic institutes receiving grant under this scheme may utilise it as follows for student startups operating in their institutes:

Prototyping support: A total annual grant of up to Rs. 20 lakh for creation of an average 10 proof of concept (PoC) / minimum viable prototypes (MVP) per institute, up to a maximum of 25 such ideas. The Self-Finance Institutes will be eligible to reimburse 50 % of the expenditure for PoC or up to Rs. 10 Lakhs whichever is lower.

Patent support: Expenditure incurred for filing the Patent is provisioned from this fund, and students need not to pay any amount. For this purpose grant of up to Rs. 2.5 lakh for filing an

average 10 national patents per annum and an additional grant of up to Rs. 2.5 lakh for filing international patents

Activities, events, mentoring, common institute-level facility, etc.: A grant of up to Rs. 15 lakh per annum per institute for innovation and entrepreneurship related events, activities, documentation, dissemination, creation of preincubation facility, conferences, hackathons, academic courses of startup and innovation, short-term training programs, other pedagogical and academic interventions and other operational expenditure. The Self Finance Institutes are eligible to reimburse 50 % of the expenditure for these activities for up to Rs. 7.5 Lakh per annum.

7.0 Eligibility

7.1 University or Educational institution

To be eligible to take benefit of the scheme, a university or educational institution shall have to be i) based in Gujarat; ii) recognised/ affiliated by an accrediting governmental agency or a recognised university of Gujarat; iii) having demonstrated concrete efforts related to innovation and entrepreneurship significantly in the past few years or having strong commitment to participate towards the goals of the Student Innovation Policy.

The Policy Implementation Committee or the State Deployment Agency of the Student Innovation Policy shall evaluate each application for eligibility based on the merit and the most preferable ones shall be selected as beneficiaries of the scheme per the criteria as defined by the relevant agency.

7.2 Student/applicant

The student or student alumni (degree + maximum 5 years) from any Gujarat based recognized university or educational institution recognised / affiliated by an accrediting governmental agency or a recognised university of Gujarat having strong commitment to participate towards the goals of the Startup & Innovation scheme are eligible for the scheme

7.3 Application process and evaluation

Application process: The SSIP cell of the University shall announce the initiation of the applications with various agendas and formats of the application. Each potential beneficiary student innovator shall apply via a proposal with detailed action agenda, objective, scope,

design, mechanism, application, timeline, tentative cost etc asked by the Policy Implementation Committee of the University

Evaluation: An expert technical committee appointed by the Policy Implementation Committee (University SSIP Committee) shall scrutinise applications received and invite eligible and selected applicants for a formal presentation at the University level followed by disbursements of grant in accordance with the state SSIP policy. (Annexure-3)

Prototyping and patent support: In case of prototyping and patent support grants for educational and academic institutes, the university will submit micro details of projects / preincubated startups / innovations for which the grant is being sought.

8.0 Details of Innovation phase in Ecosystem Layers with Key Interventions

The broad goals of the policy shall be achieved through interventions at pedagogy, co-curricular level and community I ecosystem driven interventions. The policy creates incentive structures at several levels viz. idea level, educational institute level, university level to drive policy and deployment and cluster level to involve non-academic elements.

Interventions at Institute-level

1. Scout best innovation / projects annually that have potential to be taken further
2. Mobilize existing available resources for prototyping/IPR support with universities/ state government and link such resources to students
3. Create basic IPR and prototyping support to student projects
4. Allow innovative students to utilize existing labs and workshops to develop PoC.
5. Undertake culture building activities such as workshops, hackathons, etc. frequently
6. Involve existing local entrepreneurs and involve them in mentoring processes of students.
7. Create miniature Do-It-Yourself (DIY) labs along with basic pre-incubation facility.
8. Facilitate showcasing of innovators and student startups through institute level events and activities such as cultural fests, tech fests, etc.
9. Facilitate availing benefits provisioned under the startup india plan and other available benefite for student innovator.
10. Through regular co-curricular activities, promote agenda of innovation and startups as recommended in this policy

No.	Phase	Ecosystem Layer	Key Interventions
I	Preincubation	Exposure / Culture-building	<ul style="list-style-type: none"> - Outreach to student - Literacy program in innovation/IPR - Engaging various stakeholders - Changing mindset - Conducive and creative environment
II		Ideas / Innovation	<ul style="list-style-type: none"> - Design thinking & ideation - Problem-solving skills - Pedagogic, academic & skill programs - Live projects & research - Projects to proof of concepts (PoC) - PoC to minimum viable prototypes (MVP) - Common infrastructure & resources - Startups and other business ideas - Ecosystem building - IP creation and protection - Academic & pedagogic interventions - Pre Seed support - Validation through early users - motivation /awards/citation/ recognition
III	Incubation / acceleration	Start up	<ul style="list-style-type: none"> - Business model development - Mentorship - Market access & incubation - Industry linkages - Policy support - Post seed support - Funding for full-fledged product realisation - Angel funding - Customer validation - Legal and strategic support - Access to dedicated infra
IV		Scale up	<ul style="list-style-type: none"> - Growth stage support - Regulatory support - Venture capital and private equity - Acceleration support - Public policy support - Ease of running technology business - Facilitating exit - Expansion & globalisation

9.0 Definitions

1. **Innovation:** Conceptually, any innovation implies substantial improvement in the ways of doing things, producing goods or providing services. It may involve a new use of an existing resource or producing or delivering existing goods or services through new methods or new instruments/materials.
2. **Startup:** Startup is an entity that develops a business model based on either product innovation or service innovation and makes it scalable and replicable so as to be self-reliant. Startup may also be an entity that satisfies the requirements of the Department of Industrial Policy and Promotion (DIPP), Government of India, notification dated 17.02.2016 as specified in the G.S.R. 180 (E).
3. **Proof-of-concept (POC) stage:** Proof-of-concept is the stage where the innovator / start-up demonstrates a fundamental functioning demonstration of the idea / hypothesis / innovation.
4. **Prototype-stage:** A prototype-stage is a pre-production / pre-launch stage where the innovator / startup team has developed a basic minimum viable product (MVP) with most key features desired in the final product.
5. **Minimum viable product (MVP)** is a product with just enough features to gather validated learning about the product and its continued development.
6. **Startup India Action Plan:** The Government of India has announced the 'Startup India, Stand up India' initiative for creating a conducive environment for startups in India. Different ministries of the central government have initiated a number of activities for this purpose, and the government has also published an action plan for the same.
7. **Student Startup:** Student Startup is any student-led innovation based startup that has been founded by the efforts of one or more student(s) and / or alumni (not more than 5 years from graduation), from any university / educational institute in the state, with or without the help of faculty guides and external support agents. Recently, AICTE has developed a national roadmap for student startup support system.
8. **Academic / educational institute:** Any government / grant-in-aid / selffinanced institute / college in the state affiliated to a recognised university of Gujarat.

- 9. Preincubation:** Preincubation makes up early stage support systems for the innovation & startup value chain that comprises an enabling environment to trigger creative ideas, hand-holding ideas at conceptualisation stage, extending basic facility to test the ideas and validate its early users, basic common working infrastructures, and access to existing resources before the innovation reaches an enterprise stage.
- 10. Incubator:** Incubator is an organisation established to accelerate the growth of startups, through an array of business support, resources, mentorship, networking and other common services such as physical space, capital, and coaching.
- 11. Technology Business Incubator:** A Technology Business Incubator (TBI) is an incubator established to support technology-driven startups generally supported by the National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Government of India.
- 12. Atal Innovation Mission (AIM):** The Atal Innovation Mission (AIM) is Government of India's endeavour to promote a culture of innovation and entrepreneurship. Its objective is to serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, Startup businesses and other self-employment activities, particularly in technology driven areas. AIM is established under the NITI Aayog.
- 13. Tinkering Lab / Fab Lab / Innovation Studio:** A Tinkering Lab / Fab Lab is a combination of experimental research and specialisation, where students may tinker with emerging technology and fabricate and create new products / prototypes.
- 14. Accelerators:** An accelerator is similar to an incubator except, as the name suggests, a startup accelerator fosters rapid growth of the startups it incubates. Usually accelerators package mentorship, access to technology, office space and access to an innovative community into a relatively shorter timeline for faster growth.
- 15. Angel Investors:** An angel investor is a person who provides financial support by investing capital - typically, a relatively smaller seed capital - in a startup.

16. Venture Capital: Venture Capital (VC) is a type of funding that originates from venture capital firms that specialise in building high risk financial portfolios. Typically, such firms provide growth-level funding to established startups against equity as well as create value for startups by providing access to their networks for employees, clients, products, or services of the startup.

10.0 Dos & Don'ts regarding SSIP Grant Utilization

Dos	Don'ts
Expenditure on equipments/machines/3D printers & consumables for running such equipment/s	Cannot be used for buying Computers/ Computer peripherals/Printers/cell phones/ Laptop/Tablet/Fax/Xeroxmachines/ projectors etc
Expenses for travel of external experts, contingency, kits for participants and all miscellaneous expenses Additional Expenses should be borne by the Institute	Not more than Rs. 150/- per Participant per event. Expenses for Single event should not exceed Rs.25000/
Can procure the services for assistive work	No Part Time/Full Time hiring/recruitment will be done
Documentation, printing material related to SSIP activity, manuals & literature, books, journals and reprography	Any other print material unrelated to SSIP
Average Rs. 25,000/- per national patent filling For additional expenses recommenda-tion to be made before the State Level SSIP Committee	Don't recommend projects that are not-worthy for patent. IPR related consultancy work only by DIPP recognized consultants
Consultancy fees to avail professional services such as Legal Services, CA, CS, certified surveyor and/or services of any other certified technical professionals	This will not include payment to any person who is employed or engaged by the Govt / Concerned Institute in any capacity Not more than Rs. 50,000/- should be paid to a single mentor in a year
Travel economy class & accommodation expenses of the mentor can be paid	No honorarium should be paid at this level
Projects that are provided financial support for PoC/ Prototyping can utilize maximum up to 25% and not exceeding Rs. 50,000/- Mentoring services from the agency/person can be extended, if project team member/s feel it is desirable.	No honorarium shall be paid for initial two sessions in a period not exceeding two months.

Note: Projects that are at PoC level or beyond can be provided Maximum financial support Rs. 2.0 Lakhs For additional support recommendation to be made before the State Level SSIP Committee.

Annexure-1

Bhakta Kavi Narsinh Mehta University **Student Startup and Innovation Cell**

Government Polytechnic Campus, Khadiya, Junagadh-362263, Gujarat (India)
Ph. (O) 0285-2681400, Fax: 0285-22681503, Email: bknmussip@gmail.com

Application Form

Name of Applicant	
Size of Team	
Name of Team Members	1. 2. 3. 4.
Education	Course Semester/Year
Institute	
Affiliating University/Body/Board	
Current Status (Tick mark)	Student Alumni
Name & Year of last degree (if alumni)	
Contact No.	
E-mail address	
Address for communication	
Name of Startup/PoC/Prototype/Project	
Sector of your idea/innovation	
Problem Definition (max 300 words)	Attach separate page with title 'Problem Definition'
Idea Description (max 750 words)	Attach separate page with title 'Idea Description'
Tentative Timeline for PoC/Prototype	
Proposed Grant Required	

Signature of Applicant:

Date:

Declaration from Student(S)

Project Title:

I/We will utilize the grant for this project only and follow all the instruction given by University.

I/We agree to abide by terms and conditions of the SSIP guidelines.

I/We did not submit this or a similar proposal elsewhere for financial support.

I/We understand that reimbursement of any expenditures made are subject to production of original bills issued by firm/agency/shop possessing CST/VAT/TIN/GST and other as applicable.

I/We will be responsible for consequence if found any misleading expenses from grant.

Date:

Name & Signature of the Student(s)

Annexure-2

**Bhakta Kavi Narsinh Mehta University
Student Startup and Innovation Cell**

Government Polytechnic Campus, Khadiya, Junagadh-362263, Gujarat (India)
Ph. (O) 0285-2681400, Fax: 0285-22681503, Email: bknmussip@gmail.com

Evaluation Sheet for Prototype Support Under SSIP

Name of the Jury		
Designation		
Organisation		
Applicant part		
Sr. No.		
Project Name/Title		
Team Leader Name		
Enrolment No.		
Evaluation Criteria (Out of 20)	Novelty	
	Potential Impact	
	Frugality	
	Ease of Deployment	
Decision	Approved	
	Re-apply	
	Not Approved	
Justification		
Fund Allocation	Proposed	
	Sanctioned	
	1st Milestone	

Signature of the Jury:

Date:

Reference: SSIP Gujarat Guidelines for University