

Bundelkhand University

Entrepreneurship Development Cell (BUEDC)

BACKGROUND

Entrepreneurship is increasingly recognized as an important driver of economic growth of a country. Even Govt. of India has recognised the importance of entrepreneurship and has introduced programs like "Make in India" & "Start-up India".

The aim of Entrepreneurship Development Cell (EDC) at Bundelkhand University, Jhansi is to develop and strengthen entrepreneurial qualities in the budding professionals who are interested in starting their own ventures. The University aims to provide infrastructure and technical support to the students having innovative ideas to transform into new products and services for the betterment of the society. The EDC shall also assist all the aspirants with mentoring, planning and execution of their start up idea into a real business. The EDC shall maintain a pool of Sponsors like banks, national entrepreneurship training agencies, corporate and industrial houses, traders and others, who are willing to aid budding entrepreneurs.

Hence an Entrepreneurship Development Cell is being constituted in the University with a dedicated team of actively working faculty who has an industry exposure along with some student representatives. Aspiring entrepreneurs shall be groomed with the necessary inputs on how to be a successful entrepreneur through workshops and seminars by eminent people from the industry. The BUEDC shall encourage the students to consider self-employment as a career option by providing necessary training in Entrepreneurship skills through standardized courses. The cell shall also organize different activities and events from time to time to train and motivate the students on entrepreneurship.

The BUEDC shall strive to bridge the gap between Industry and Academia. The cell shall undertake several activities for student development to provide them corporate exposure while studying and develop a spirit of entrepreneurship.

VISION

To develop BUEDC as the hub to ignite the best Entrepreneurial and Professional Talent.

MISSION

- To act as an institutional mechanism for providing various services including information to budding student entrepreneurs.
- To create Entrepreneurial culture in the Institution.
- To prepare the students to face the real world business scenarios.
- To catalyse and promote employment opportunities.
- To extend necessary guidance and exposure to the students To prepare a skilled workforce conduct for taking long/short term assignments of corporate/industry.

OBJECTIVES

- To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programmes and Faculty Development Programmes
- To develop and introduce curriculum on Entrepreneurship Development at various levels including degree/diploma courses of the parent institution and other institutes in the region.
- To conduct research work and survey for identifying entrepreneurial opportunities (particularly in Science & Technology areas and Service sector).
- To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support systems and information on various technologies.
- Extending necessary guidance to the trainees in obtaining approval and execution of their projects.
- To organize guest lectures, TV & Radio talks, Seminars, etc. for promotion and growth of S& T based and execution of their projects. entrepreneurship.]
- Arranging visits to industries for prospective entrepreneurs.
- Conducting skill development training programmes leading to self/wage employment.
- Providing testing, calibration, quality assurance, design, tool room, pilot plant and other facilities for Entrepreneurs besides expertise in Intellectual Property rights, Patents search, etc.
- Providing Student Work Force to Industries and Institutions.
- Providing students the professional and Industry exposure.

SCOPE

What shall we do

The BUEDC shall provide a platform for generation of ideas and realizing the great ideas. We believe that every idea has great potential, regardless of its apparent magnitude or viability, something that is sadly the only parameter of evaluation in a protocol obsessed world. The EDC shall provide the much needed critical momentum to the idea through our panel of experts and ensure that there should be an encouragement, in addition to clarity and assistance to take this idea to the next level (to the incubation and Entrepreneurship if it has entrepreneurial venture).

The cell would work on three levels:

1. Generating awareness

1. Industry Visits
2. Panel Discussions.

2. Developing competencies

1. Workshop on Business Communication(EMAIL Writing,CV Making, Applying for a JOB)
2. Workshop on Presentation Skills (How to Present.).
3. Idea Generation Workshop.
4. Business Quiz.
5. B-Plan Competition.
6. Case Study Competition.
7. Workshop on Technological Development.
8. Taking Outsource Projects.

3. Developing attitudes

1. Motivation Talk.
2. Expert Talks.

The BUEDC shall have three wings

1. **Centre for Innovation (CFI)** which aims to inculcate a spirit of innovation
2. **Centre for Incubation** which aims to inculcate the innovations through product development, services or process development and Commercialization.
3. **Centre for Entrepreneurship** which aims at fostering entrepreneurial skills among the students.

1. Centre for Innovation (CFI)

The Centre for Innovation (**CFI**) aims to inculcate a spirit of innovation and foster a culture of excellence and perfection among all the stakeholders at Bundelkhand University, Jhansi. The Centre shall function as a nodal agency, to promote ideation and innovation among the students and faculty. It will be an integral a part of the Innovation, Incubation and Entrepreneurship (IIE) and, shall work in collaboration with center of incubation and Entrepreneurship.

Innovation Process

The innovation process shall have three phases :

Phase 1:

The stakeholder team (inclusive of the student, faculty, staff, and the alumni teams) who aspires for external ideas should churn ideas from within, so as to be sensitive to the needs of the students, and extend them to the entire campus as a whole.

Phase II

The CFI forwards the idea to a team of specialists for further analysis and discussion at a level that is one step closer to implementation. In this phase, one will be able to recognize the selling points of one's idea, learn to wield them and do things in a convincing manner. This is in collaboration with industry experts who test the idea in real world circumstances.

Phase III

This is the approval stage where you get to act out all that you have learnt through the course of realizing your idea into a solid written proposal. The head of CFI then shall forward the proposal to the relevant body to draw the benefits in order to reach a wider circle.

Main Components of CFI shall be :

1. Student's Innovation Team
2. Faculty Innovation Team
3. Alumni Innovation Team

2. Centre of Incubation or Technology Business Incubator (TBI):

Technology Business Incubator (TBI) shall support the incubates in respect of 'Space+Services+Knowledge' or Skill. The incubate shall have to meet the working capital requirements in addition to certain specialized capital requirements of a technology-driven startup. The objective of the seed money support is to bridge the gap so that the financial constraint doesn't become a stumbling block in the 'Concept to commercialization' process.

The Steps involved in the selection of Incubatees shall be:

- i. Screening of application forms by the TBI committee and forwarding them to the experts' panel
- ii. Review the applications by the experts' panel and identifying of the prospective incubates
- iii. Interview of the incubatee by the experts' panel
- iv. Receive formal approval from the panel
- v. Negotiation of TBI terms and conditions with incubate
- vi. Execution of the agreement by the incubate
- vii. Induction of Incubatee in to TBI

The selection and induction procedure requires a few days time

3. Entrepreneurship Development Cell (EDC):

Entrepreneurship Development Cell (EDC) aims to foster the entrepreneurial culture among the students and to inculcate the entrepreneurial competencies so that the students can become competent entrepreneurs in near future.

Policy of BUEDC

The Bundelkhand University Entrepreneurial Development Cell shall have various spheres of excellence with well-developed and organized innovation ecosystem. The innovation ecosystem shall consist of following :

- Research Labs
- Industrial R&D Labs

- Intellectual Property Rights Culture
- Venture Capital Funding Organizations
- Mentors from different fields

To create, integrate and operate in the above aspects, **the BUEDC shall be responsible for**

- ✓ **development of innovative employable workforce for the industry,**
- ✓ **creation of a knowledge hub which provides international talent,**
- ✓ **develop center for technology transfer,**
- ✓ **create platform for national and international collaborations with academia, industry research Labs, Societies etc.**

All these are the important drivers of Innovation.

University's role in supporting Innovation, Incubation & Entrepreneurship:

BUEDC shall play a vital role by rendering the following services:

- i. Providing the required infrastructure
- ii. Promoting Cross-disciplinary research
- iii. To incorporate technology commercialization role in addition to the traditional roles of teaching & research
- iv. Incorporation of technology commercialization role as an integral part of the university's mission without sacrificing the push for excellence in basic Science & Engineering
- v. Balancing basic research & shorter-term applied research
- vi. R&D collaboration with industry/Organizations to open innovation
- vii. Changing mindset of faculty and students

Plan of Action

Regular ideation events like Startup Weekend, Boot Camps, Ideation Fest, etc., shall be conducted at least twice per semester and 4 times in a year. Ideation events shall also be conducted for the faculty to showcase their research outcomes. The following facilities shall be made available to the students:

- Library
- Activity Space
- Computer Lab
- Discussion Rooms, etc.

Competency development and skill development program shall also be conducted based on the necessity and requirements of the students. Attendance shall be taken for all the students who participate in the events conducted by the BUEDC.

Workshops shall also be conducted for faculty so as to create awareness about ideation in the minds of the faculty, and in turn, they will prepare students to make them think and develop creative ideas leading to ideation and innovation. Online registration shall be made on University website for presenting ideas and schedule of ideation events shall be notified on University website.

For regular communication with students online, an in-charge shall be given responsibility to develop the website, post events, etc. Wide publicity shall be provided for the registrations through digital marketing including Facebook, Newsletters, Print & Electronic Media.

Students shall be sponsored to participate in events, conducted by other Universities in India and abroad. Their visits shall be organized to showcase their innovative ideas both within and outside the country. Thrust areas shall be identified where the university is strong and has expert faculty and advanced equipment. The following thrust areas are suggested:

- Green Chemistry
- Biotechnology
- Cloud Computing
- Robotics and Mechatronics
- Information Technology/Information Technology Enabled Services
- Solid Waste Management
- Battery Technology
- Green Technology
- Digital Marketing
- 3-D Printing
- Textile Designing
- Food Preservation and Food Processing
- Alternate Source of Energy
- Commercial Art
- Print Media
- Tourism and Hospitality
- Other proposals from existing institutes and departments

Expert faculty within and out of the University will be identified as mentors. Workshops and guest lectures shall be organized for the students and faculty in specific domains. Students from other universities and colleges shall be encouraged to come and work in the Incubation Centre of BU Jhansi for implementation and launch their startups. The industry needs shall be identified and addressed. Domain-specific workshops and courses will also be floated. Research outcomes of BU in different areas are to be utilized properly for Innovation, Incubation, and Entrepreneurship. Brainstorming sessions with industry and faculty shall be conducted regularly at least twice in a semester.

Initiation of Courses on Entrepreneurship and regular update of the Syllabus:

The university aims at initiating courses on Entrepreneurship at Diploma, UG and PG Level. For smooth conduct of the courses and entrepreneurial activities, the following shall be ensured:

- Experts shall be identified to teach courses at an incubator
- Faculty up gradation/re-orientation
- Train the faculty for promotion of innovation
- Mandatory apprenticeship/Internship in the last year of the program. This may be waived off for the students who shall set up their own startups on an incubator.

Credits to MOOCS

Credits shall be given to the students who successfully complete notified online courses and their insertion as electives. Students shall be free to choose electives even in the first and second year of their program. 5% grace marks and 10% attendance shall be given for the students' startup teams, which will have at least one woman as a co-founder in every semester. Students may be permitted to undertake their industrial visits to Technology Business Incubators where additional facilities are available. Student entrepreneurs working on a startup idea from the first year of the program shall be permitted to convert their startup project as their final year project towards degree completion. Mentors assigned by incubator shall be allowed to conduct Viva-Voce. Project reports certified by the incubator shall be approved as main academic projects.

Enterprise Software & Device Testing Labs:

International startup culture is on the cards to promote the most brilliant startups and handpicked students at leading startup destinations around the world for obtaining global exposure at a young age. Selected faculty will accompany them for gaining national and international exposure on the startup culture in universities and institutes of national importance and to study how MOOCs are being used in various schools and colleges for education.

Similarly, tie-ups shall be set up to bring world-class startups to work alongside the startups in Uttar Pradesh for faster learning and to promote cultural exchange.

Incubation

For Prototype development and idea implementation, the following university facilities shall be made available to the entrepreneurs :

- Departmental labs
- R&D Labs
- Open labs, etc.

Skill Development courses shall be created along with suitable infrastructure. Proposals for collaborations to initiate and approve such courses shall be submitted to AICTE, MHRD, DST, DBT, State and Central Funding Agencies

Mentors:

Mentors and sources of mentors shall be identified and MoU will be executed thereof. Domain wise mentors list shall be prepared. A platform shall be created for interaction with mentors by arranging student's mentor meets. Based on the requirement, mentors will be invited or the students will be sent to the mentors and Online-meets are also arranged. Short listing of mentors shall be done by the Incubation Centre. Expenses incurred for mentoring activities shall be taken care of either by University funding or other sources of funding. Mentors may be

- ✓ Faculty experts
- ✓ Industry experts
- ✓ Alumni
- ✓ Auditors
- ✓ Lawyers
- ✓ Professionals

Incubation will be equipped with the knowledge of the process of starting a company i.e. registering with registration office/opening and operating Bank accounts. The services to be made available are drafting legal documents, maintenance of accounts, IPR and patenting on a chargeable basis. General workshops on introduction to startups may be conducted twice a year on the things required to start a company.

Infrastructure for Incubation:

Shared working office space with work stations, discussion rooms, conference rooms, reception area, printer scanner and photo copier, internet, telephone, power etc. kitchen and dining hall, visitor lounges, bathrooms with in/outside the campus on chargeable basis shall be made available. University department /Research labs/ equipment shall be allowed to be used on need basis. Other University facilities like hostel/guest house/library etc. shall also be offered on a chargeable basis. Policies shall be laid down for charging for these services.

BUEDC- INNOVATION CENTRE

The Innovation Centre shall aim to inculcate a spirit of innovation. The Center shall function as a nodal agency, which shall promote ideation and innovation of the students and faculty. It shall be an integral part of the Innovation, Incubation, Entrepreneurship (IIE) and, shall work in collaboration with the center of incubation and Entrepreneurship.

Innovation Process:

Ideas either spontaneous or directed will be shortlisted through the following stages:

- i. Ideas fest shall be conducted like startup weekend where students of BU including students from other colleges will participate and present their ideas in

the presence of the internal and external experts. Among all the participants few ideas will be shortlisted and finalized.

- ii. Shortlisted ideas shall be forwarded to a team of experts for further analysis and discussion at a level that is one step closer towards implementation. This shall be done in collaboration with industry experts who test the idea in real world environment.

Main components of IIE shall be:

- Student's innovation team
- Faculty innovation team
- Alumni innovation team

Aims and Objectives of innovation:

- Improve product quality
- Learn about new technology
- Reduce production cost
- Reduce labour costs
- Open up new markets
- Reduce energy consumption
- Reduce environment effects
- Improve working conditions

Innovation is 1% ideation, 9% evaluation 7% polishing but 90% implementation

In short

- Innovation takes many forms. Innovation can be a process, product, service, or anything that helps firms to perform better.
- Innovation can originate from anyone. Anyone can innovate, as innovation requires a mindset that probes perceived boundaries to bring new ideas to fruition.
- Innovation is the transformation of creative ideas into useful applications by combining resources in new or unusual ways to provide value to the society through improved products, technology, or services.



BU – INCUBATION CENTRE

BU Incubation centre shall support the incubatees in respect of "Space + Services + Knowledge or skill" for successful implementation of a prototype to start a start-up. The Incubation centre shall also provide help to get seed support. The objective of the seed support shall be to bridge the gap, so that the financial constraint doesn't become a stumbling block in the 'Concept to commercialization' process. This shall be bridge fund, if it is successfully utilized, it would enable the incubatee to seek higher level of financial support from funding agencies for further growth.

Some of the government funding agencies like DST, Dept of Electronics and Information Technology etc will support the start-ups.

The steps involved in the selection of Incubatees shall be

- Screening of Application Forms by a Committee and forwarding to the Experts Panel
- Reviewing of the application by Experts panel and identifying of prospective Incubatee.
- Interviewing of Incubatee by the Experts Panel.
- Receiving Formal approval from Panel.
- Negotiating of TBI Terms & Conditions with incubatee.
- Executing of Agreement by the Incubatee.
- Inducting of Incubatee in TBI.

The selection and induction procedure may take a few days time

Incubation activities

Mentoring:

Mentors of BU-Incubation centre shall closely monitor product development of the incubatee company.

Business Plan Development:

Experts from BUIIE help incubatee companies to strengthen their business plan after conducting market surveys, if required, and financial plan.

Business Promotion:

BU-IIIE shall help finding business partners & venture capitalists and provide consultancy on business promotion.

Objectives:

1. To foster the entrepreneurial culture among the students with continuous training and motivation

2. To identify the various opportunities in different sectors of business and to inculcate the entrepreneurial competencies required to launch a business in a particular sector
3. To organize the entrepreneurship awareness campaign to create awareness about entrepreneurship
4. To organize student development programs in order to inculcate technical as well as managerial skills to enable the students to become a competent entrepreneur
5. To organize the faculty development programs to enrich their entrepreneurial skills and strategies
6. To organize technology development programs to enhance the practical exposure to different technologies which are to be adopted in industries
7. To provide skill development and job oriented short-term courses to enhance the competency of the students and to enhance their employability skills
8. To organize leadership programs to inculcate leadership qualities to the budding entrepreneurs
9. To be a Resource Centre of all information pertaining to different sectors
10. To train the students in the preparation of business plan and to organize business plan competitions in the university
11. To involve in sponsored research relevant to innovation, incubation, and entrepreneurship
12. To facilitate the students in the process of transforming their business ideas into a venture by providing guidance and support

Entrepreneurship Development Centre (BUEDC)

The main aim of the program is to conduct entrepreneurship awareness programs, and training programs to impart entrepreneurial skills among the students and to strive to initiate startups and support them.

The main wings of EDC shall be:

- Women Entrepreneurship Cell
- Social Entrepreneur and Rural Development cell
- Skill development cell.
- Entrepreneurship Boot-camps

Courses

- Entrepreneurship Development-Basic Level
- Entrepreneurship Development-Advanced Level
- Entrepreneurship Development-Advanced Level with Handholding Support

Members of BUEDC

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|---|------------------|
| 1. Prof. S.K. Katiyar, Instt. Of Engineering & Technology | Director |
| 2. Prof. Sunil Kabia, Institute of Tourism & Hotel Management | Convener |
| 3. Prof. C. B. Singh, Instt. Eco & Finance | Member |
| 4. Dr. Yashodhara Sharma, IQAC Coordinator | Member Secretary |
| 5. Dr. Anu Singla, Assoc. Prof., Instt. of Forensic Sc. & Criminology | Member |
| 6. Dr. Meenakshi Singh, Assoc. Prof., Instt. of Home Science | Member |
| 7. Dr. Raina Garg, Instt of Architect & Town Planning | Member |
| 8. Er. Zakir Ali, Instt. of Engg. & Technology | Member |
| 9. Dr. Piyush Bharadwaj, Assoc. Prof., Instt. of Pharmacy | Member |
| 10. Dr. Lavkush Dwivedi, Asst. Prof., Instt. Of Biomed. Sciences | Member |
| 11. Dr. Shweta Pandey, Instt. Of Fine Arts | Member |
| 12. Er. Brajendra Shukla, Asstt. Prof., Instt. of Engg. & Technology | Member |
| 13. Dr. Nupur Gautam, Asstt. Prof., Instt. of Food Technology | Member |
| 14. Er. Sadik Khan, Asstt. Prof., Instt. of Engg. & Technology | Member |
| 15. Dr. Shubhangi Nigam, Asstt. Prof., Instt. of Engg. & Technology | Member |
| 16. Dr. Sandip Arya, Instt. of Environment Science & Dev. Studies | Member |