



Parle Tilak Vidyalaya Association's  
**PTVA's Institute of Management**

Approved by AICTE, DTE and affiliated to University of Mumbai  
ISO 9001:2015 & Accredited by NAAC with "B++" Grade

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**Parle Tilak Vidyalaya Association's Institute of Management's  
Innovation & Start-up Policy**

**A policy framework for Students and Faculty created on the basis of guidelines  
provided**

by

**National Innovation & Start-up Policy for HEI's (NISP) 2019-20**

**The policy is framed by PTVAIM's Centre of Entrepreneurship & Innovation (COEI)**



## 1.1 Preamble:

India is in the process of building a strong start-up eco-system that nourishes young innovative minds and builds start-up culture among them. India needs a greater number of 'job creators' to make its economy - a flourishing one. A major role is played not only by households and larger society but also by Indian educational campuses where building entrepreneurial culture is concerned. Country's start-up eco-system will thrive if each educational campus of the country builds its own innovation and start-up eco-system that gives wider scope to young innovative minds. Research and innovations of students and faculty need to get support from their own educational campuses, where research can become applicable and innovative projects would get a chance to thrive commercially. In short, each educational campus should put two options in front of young students - one of being an innovative 'job seeker' and another of being a smart 'job creator'.

National Innovation and Start-up Policy for Higher Educational Institutes 2019-20 gives an opportunity to each educational organization to build a much-needed innovation and start-up eco-system for its youth and give its valuable contribution to nation building activity.

## 1.2 Need for Innovation & Start-up Policy at PTVA's Institute of Management

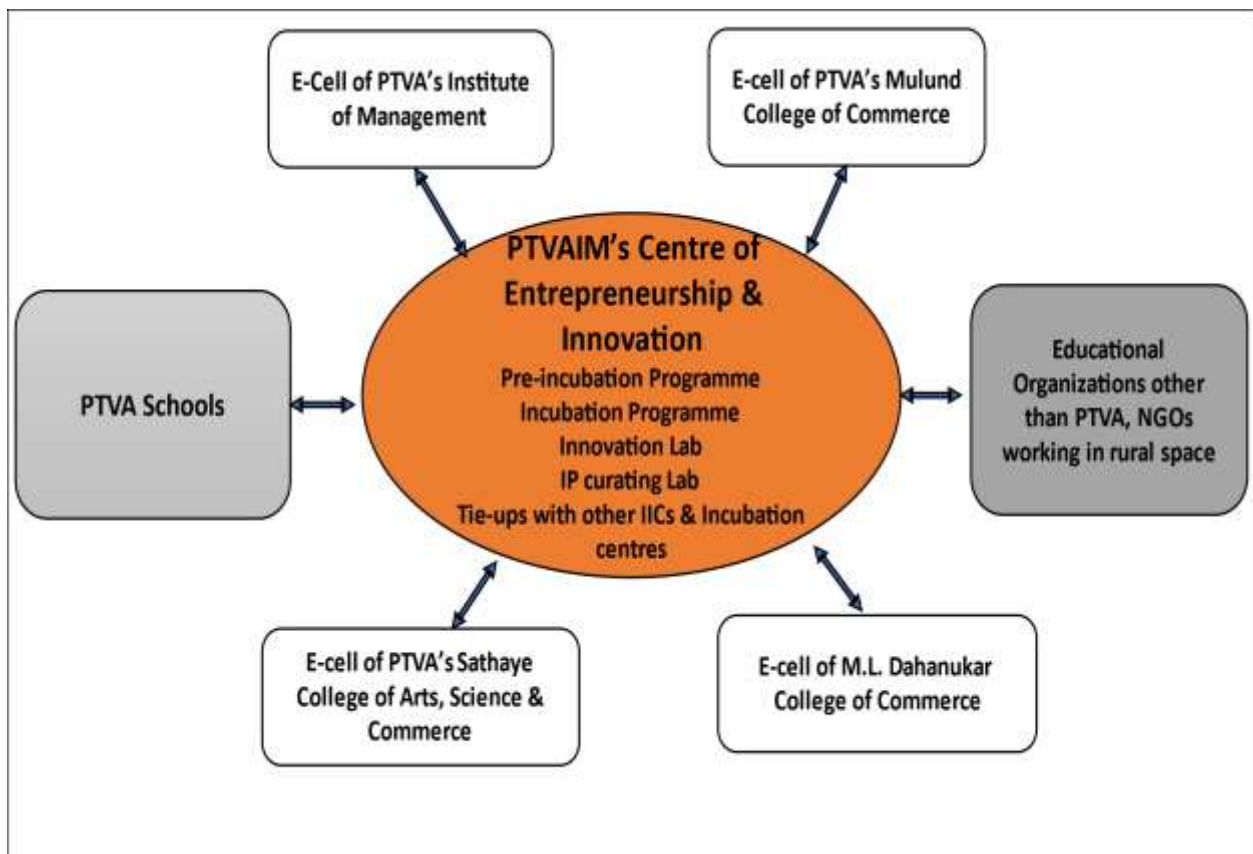
PTVAIM is a management institute established by Parle Tilak Vidyalaya Association, a hundred-year-old organization imparting quality and value-based education with a strong belief of providing empowerment through education. PTVA trains a huge pool of over 25 thousand young minds through its five schools, three undergraduate and postgraduate colleges and one management institute that trains youth to manage business effectively – be it an enterprise of someone else or their own. The trust and all its schools and colleges have readily and successfully adopted new trends and contributed to enhancement of social-wellbeing. Starting a student-based incubation center named as PTVAIM's Centre of Entrepreneurship & Innovation (COEI) in the year 2018 was one of its innovative ventures. Since 2018, COEI has provided entrepreneurial training, physical as well as intellectual infrastructure to student start-ups and continues to do a wide array of entrepreneurial promotional activities for young students of all PTVA's schools – colleges as well as students & faculty of colleges outside PTVA. Success mantra of COEI is the collective vision and strong bond that the trust has built among all its organizations. PTVAIM has established and runs COEI with the help of PTVA, COEI gives access and specially curates activities for all PTVA students and in return is receiving active participation from all PTVA schools and colleges. This strong partnership and collaborative nature provide perfect ground for PTVA to build its own Innovation and Start-up Eco-system by providing lots of special provisions and facilities for all innovation and start-up projects of its students and faculty on the basis of guidelines provided by National Innovation & Start-up Policy (NISP 2019-20). These facilities and concessions will allow students and faculty to pursue innovative projects & start-up ideas along with pursuing higher education and/or developing job readiness.

### 1.3 Policy Objectives

- To create a strong innovation and start-up eco-system at PTVA for students as well as faculty associated with PTVA
- To extend access of entrepreneurial activities to other educational organizations
- To provide customized entrepreneurial training to rural youth and become one of the effective change facilitators of society

### 1.4 Proposed PTVA's Start-up Eco-system

Following flow chart explains the structure of proposed system –



The proposed system is actually an extension of system that is followed by all educational organizations under PTVA, where all entrepreneurial promotional activities organized by PTVAIM's COEI are supported by all its sister concerns and students as well as faculty of all colleges get equal access to COEI's pre-incubation and incubation facilities. This successful system will simply be upgraded further where better connect will be established between COEI, E-cells of all PTVA higher educational institutes, principals and other staff members of PTVA schools, E-cells of other colleges as well as NGOs like LSF ( Learning Space Foundation) who aspire to get engaged into entrepreneurial training for rural youth.



PTVAIM has already created an entrepreneurship promotional pathway by establishing Institutional Innovation Council (IIC) under the aegis of the Ministry of Education's Innovation council (MIC). PTVAIM's IIC is formed by students & teacher representatives of all its sister concerns and industry experts. Thus, IIC calendar becomes the guiding force behind all college's E cell activities. Under the eco-system each college E-cell will be run by its own students and faculty' group for which COEI will keep giving support throughout the year. Activities undertaken by e-cell will be in a logical flow from ideation, motivational sessions by entrepreneurs, training of making basic business plan, intra-college ideation competition etc. which further can be taken by COEI at a higher level in the form of its flagship programme Wings2Vision – the training-based business plan competition, pre-incubation, incubation programme as well as investor's fair. PTVA school activities will be done by COEI in association with deputed staff of each school to start with and in the later stage with tinkering labs at schools. In case of colleges outside PTVA and NGOs, partnership will take place between COEI and other organizations by signing MOUs and COEI will provide access to entrepreneurial activities, business plan competitions, pre-incubation and incubation programme.

PTVAIM will make its own Innovation and Start-up Policy in three phases over the period of three to five years. Accordingly, PTVAIM's sister concerns too will make their E-cell policies on the guidelines provided by NISP over the period of time and provide required concessions and facilities to its students and faculty.

### **1.5 PTVAIM's Innovation & Start-up Policy Framework**

The policy will be developed in three phases over the period of next three to five years from 2021-22 to 2025-26.

The following policy provisions are phase I provisions implemented for the academic year 2021-22

#### **1.5.1 Strategies and Governance**

Entrepreneurial promotional activities as well as activities related to pre-incubation, incubation programme, IPR will be decided and monitored by PTVAIM's Centre of Entrepreneurship & Innovation (COEI) under the leadership of Dean -COEI.

Entrepreneurial promotional activities will be run under the umbrella of PTVAIM's Institutional Innovation council (IIC) as per IIC calendar given by Ministry of Education's Innovation Council (MIC). IIC activities will be governed by Dean COEI and implemented by IIC council

Annually a certain amount will be kept aside in order to conduct entrepreneurial activities. The amount to be kept aside annually will be decided by the parent trust PTVA.

Entrepreneurship promotional activities will not be limited to faculty and students of PTVAIM, but will be extended to all sister concerns of PTVAIM, other non -PTVA colleges as well as rural youth of Maharashtra.



COEI's Performance indicators will be decided by the NISP implementation committee and annually performance of COEI will be evaluated.

### 1.5.2 Infrastructure

Pre-incubation as well as incubation facilities in the form of physical infrastructure as well hand holding by industry mentors, innovation labs, IPR curating facilities will be provided by the institute through COEI.

Access to the facilities will be given to all students and faculty already involved in entrepreneurial activities. Virtual incubation facilities will also be provided to students and faculty. In an event of limited physical infrastructure (such as work stations), preference will be given to student start-ups and then to faculty's start-ups.

### 1.5.3 Nurturing Innovations and start-ups

Orientation sessions regarding the significance of pursuing innovative projects and start-up ideas and available facilities will be given to all undergraduate and postgraduate students of PTVA as well as COEI's partner colleges.

Attendance concession (up to 25 to 30%) will be given to students. Any attendance concession over and above this shall be given as per university guidelines.

Entrepreneurial activities as well as pre-incubation and incubation programmes will be made available not just for students but also for faculty.

COEI will design and run various short term certificate courses for students as well as faculty like Basic Entrepreneurial Development Programme, Advanced Entrepreneurship Development Programme & Faculty Development Programme.

Institute will apply and start a full time, incubation center-based MBA programme in Innovation, Entrepreneurship and Venture Development over the period of two to three years.

### 1.5.4 Product Ownership

In case any kind of IP is generated by students-faculty' teams, with the help of COEI's IPR curating lab, The IP will be shared by student/teacher team and either COEI or PTVA. The ratio of IP sharing shall vary from case to case. 50% of COEI's / PTVA's share will be credited to the college to which the team belongs on the basis of internal agreement between the two. The validity of such credit sharing shall be confirmed case to case and be factored in as contribution of incubation centre and higher education institute under PTVA for accreditation process.

In case of non PTVA student/teacher teams and alumni, the IP will be shared as per ratio determined between COEI and the team in question.

COEI will just facilitate counselling related to IPR

The policy will be subject to changes and phase wise modifications which will be made to it over the period of time. All progress done with respect to provisions in the policy and newer



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developments will be tracked on the basis of evaluation matrix approved by the NISP implementation committee.

Date: 27<sup>th</sup> April 2021

Place: Mumbai

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