



**MHRD**  
Ministry of Human  
Resource Development  
Government of India



MoE's  
**INNOVATION CELL**  
(GOVERNMENT OF INDIA)



INSTITUTION'S  
**INNOVATION  
COUNCIL**  
(MINISTRY OF HIGHER EDUCATION)

# **National Innovation and Start-up Policy 2022 For Students and Faculty**

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## **NISP**



**Bharati Vidyapeeth College of Architecture,  
Navi Mumbai**

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Address: C.B.D., Sector No.7, Belpada Complex,  
Opp. Kharghar Railway Station, Navi Mumbai, Mumbai - 400614

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## Vision

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To align the vision of NISP with the Sanstha's vision of **“Social Transformation through Dynamic Education”** by creating and supporting an entrepreneurship ecosystem within the institute and to foster it among students by designing cohesive training programs with stakeholders and learning through applied research for student development and an overall upliftment of the economy.

## Mission

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1. To create an encouraging entrepreneurship culture among the students of BVCOA.
2. To blend entrepreneurship with the institute's existing processes of teaching and learning.
3. To promote interactions that yield innovative solutions catering to modern issues.
4. To imbibe in the architects of tomorrow, the ethos of self-reliance and going global with local resources and ideas.
5. To create a pool of entrepreneurs in different fields and develop a culture to promote global leadership and social outreach.

## Short-Term Objectives

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1. To stimulate an innovative thinking and problem-solving attitude in students and to make them aware of the market potential of innovative products and services.
2. To develop the students' ability to identify entrepreneurial opportunities and to apply their analytical skills, managerial skills, and leadership skills to help them launch their start-ups.
3. To develop and promote entrepreneurship culture in the institute and make the students aware of various opportunities and challenges related to entrepreneurship.
4. To nurture and guide the talent of the budding architects to provide for societal needs through their entrepreneurial ideas.

## Long-Term Objectives

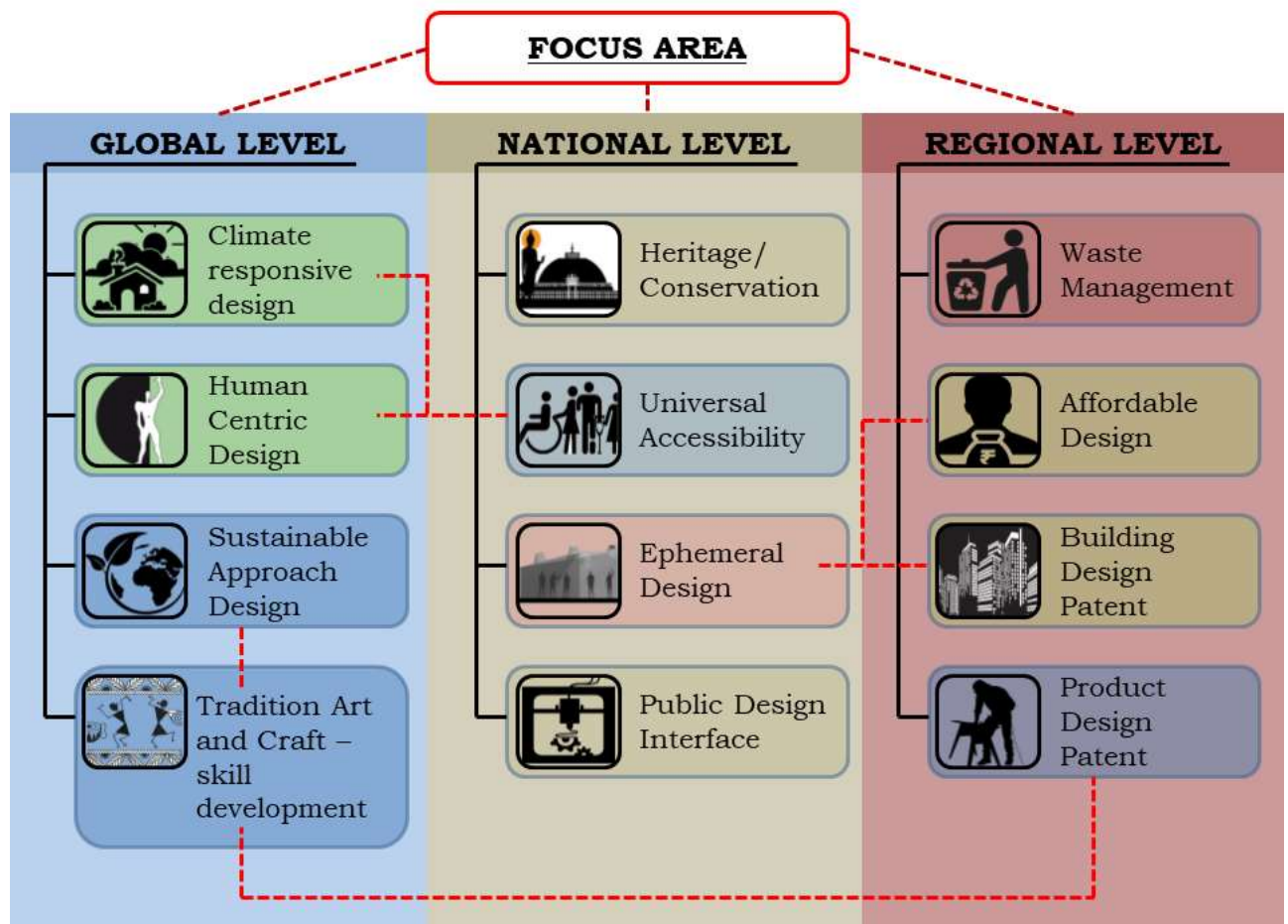
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1. Integrating grassroots innovation with the Research and Innovation Ecosystem.
2. Deepening Industry-Academia linkages by joint programs for both academic experts and young scholars with industry practitioners, to harness practical exposure.
3. Developing a well-resourced incubation cell to support entrepreneurship ecosystem.
4. Creating a network with other incubation cells for the sharing of knowledge, technology and to connect students with experts.

5. Raising the standard of start-ups by emphasizing on relevant innovative concepts.
6. Connecting students with incubation centres to facilitate building their start-ups.

### Focus Areas

1. Climate Responsive Design
2. Sustainability Approach Design
3. Human Centric Design
4. Waste Management
5. Conservation/ Heritage
6. Traditional art and craft skill development
7. Public Design Interface
8. Ephemeral Design
9. Universal Accessibility
10. Affordable Design
11. Product Design Patent
12. Building Design Patent



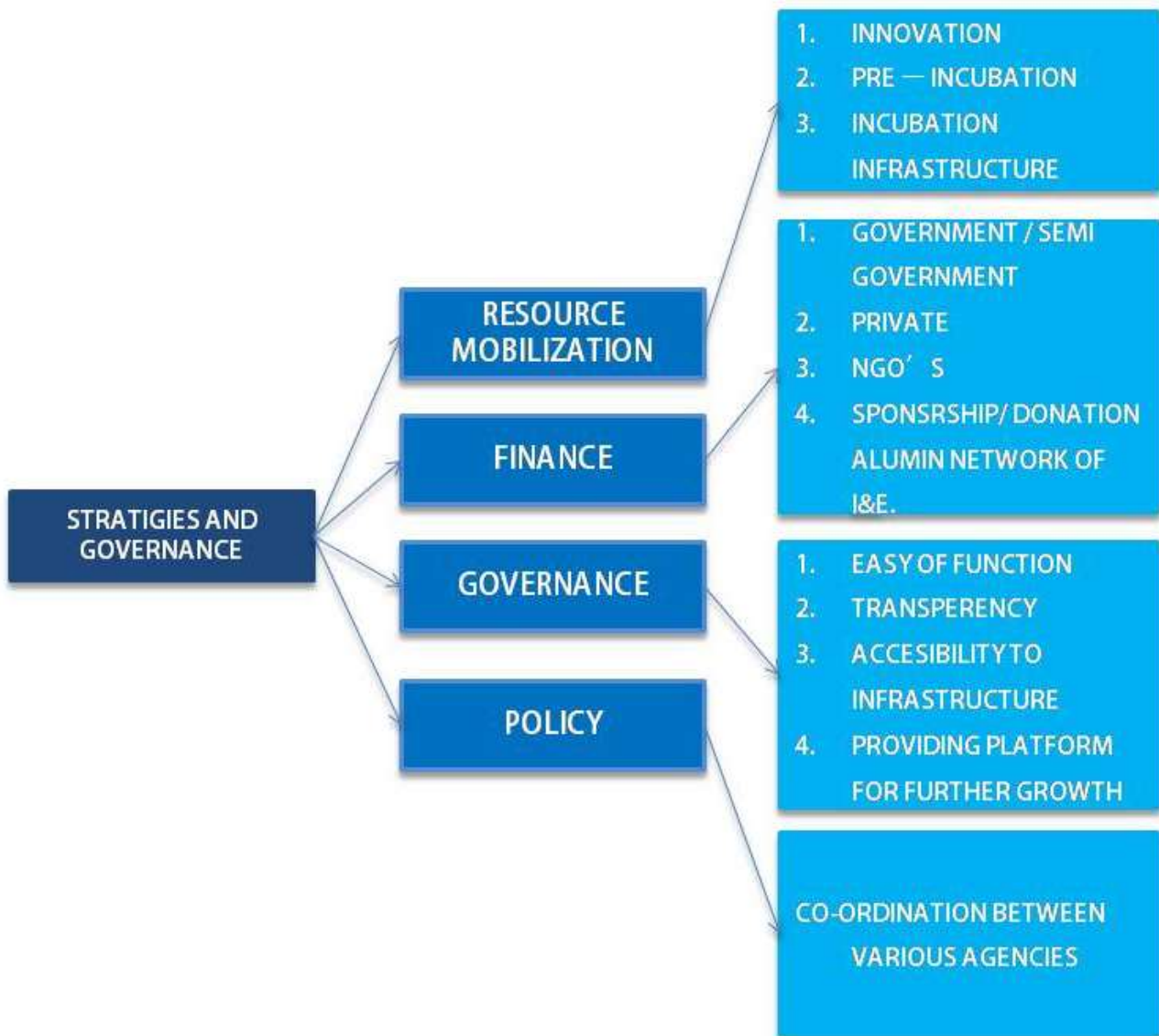
*Figure 1: Focus Areas*

## A. Strategies and Governance

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1. Bharati Vidyapeeth College of Architecture, Navi Mumbai, (hereinafter referred to as BVCOA), being an eminent institute of higher education, will facilitate the development of a proactive entrepreneurial environment to foster the growth of its students, its faculty, and the whole community.
2. For a systematic approach and growth of entrepreneurship, an extensive set of guidelines is framed by the respective committee of BVCOA.
3. Resource mobilization plan has been designed by BVCOA for supporting innovation, pre-incubation, incubation infrastructure and facilities. A sustainable financial strategy is also defined to reduce the organizational constraints to work on the entrepreneurial agenda.
4. The Institute will mobilize a reasonable financial support for all the potential start-ups, for them to flourish and finally convert into full-fledged businesses, thereby providing livelihoods. Sources of funding will include -
  - a) 'Innovation Fund' of BVCOA which will be 1% of the annual budget.
  - b) Central and State Government Schemes such as -
    - i. Rajiv Gandhi Science and Technology Commission Grant of Maharashtra,
    - ii. CSR – Corporate Social Responsibility,
    - iii. SDED - Skill Development and Entrepreneurship Department, Government of Maharashtra,
    - iv. RUSA – Rashtriya Uchcharat Shiksha Abhiyan,
    - v. MITDF – Maharashtra Innovation and Technology Development Fund,
    - vi. MSINS – Maharashtra State Innovation Society,
  - c) Sponsorships and donations, by engaging the alumni network for promoting Innovation and Entrepreneurship (I&E).
5. BVCOA has formulated an Action plan, having well-defined short-term and long-term goals. I&E will thereby be promoted and inculcated through conferences, convocations, and workshops scheduled in the University Academic Calendar.
6. For the institute to truly contribute, facilitate, and develop any start-up idea, it will be mandatory to design the 'product to market' strategy. This will establish the true meaning of framing the I&E Policy altogether.
7. BVCOA will be the driving force in developing entrepreneurship culture in its vicinity regional, social and community level. This shall include giving opportunity for regional start-ups, provision to extend facilities for outsiders and active involvement of the institute in defining strategic direction for local development.

8. Already existing strategic international partnerships will be further strengthened in BVCOA. Moreover, international exchange programs for students and faculty members, and engaging the international experts in innovation and entrepreneurship will also be promoted. The institute will promote and furthermore, facilitate public participation to strengthen the 'idea', take approval from the customer, and establish its relevance in the present and future times.
9. For nurturing the innovation, the Institute will work towards eliminating the barrier of traditional hierarchy and focus entirely on the healthy growth of the start-up.



*Figure 2: A - Flow chart for Strategies and Governance.*

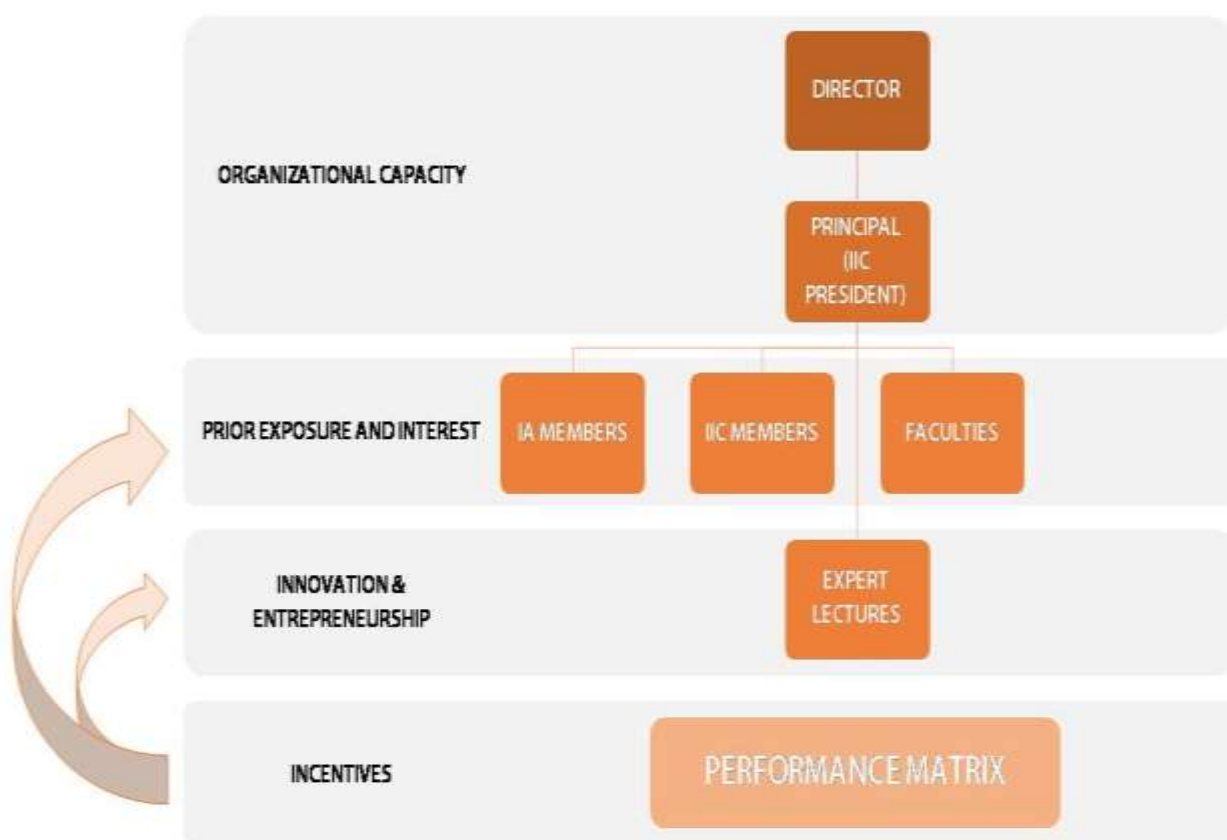
## A1. Creating Innovation Pipeline and Pathways for Entrepreneurs at BVCOA College Level

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1. For exposure of maximum students to the innovation and pre-incubation activities at their early stage and to support the 'ideation' to 'innovation' to 'market', mechanisms -
  - a) Students, faculty, and staff will be made aware of the value of entrepreneurship and its role in career development or employability
  - b) Entrepreneurs will be encouraged to innovate with focus on market niche.
  - c) Students will be encouraged to develop entrepreneurial mindset through experiential learning by exposing them to training in cognitive skills (e.g. design thinking, critical thinking, etc.), and by inviting first generation local entrepreneurs or experts to address young minds. Initiatives like idea and innovation competitions, hackathons, workshops, boot camps, seminars, conferences, exhibitions, mentoring by academic and industry personnel, throwing real life challenges, will be routinely organized.
  - d) Students will be prepared for creating the start up by integrating educational activities with enterprise-related activities.
2. BVCOA will establish links with start-ups that have a wider entrepreneurial ecosystem and will provide support to potential students in pre-start-up phase. Connecting student entrepreneurs with real life entrepreneurs will help the students in understanding real challenges to be faced by them while going through the innovation funnel and will increase the probability of success.
3. BVCOA will establish Institution's Innovation Councils (IICs) as per the Guide lines of MHRD's Innovation Cell and allocate appropriate budget for its activities. Guidance to be given for conducting various activities related to innovation, start-ups and entrepreneurship development. Collective and concentrated efforts will be undertaken to identify, scout, acknowledge, support and reward proven student ideas and innovations and to facilitate their entrepreneurship.
4. Access to financing will be opened for the potential entrepreneurs.
  - a) Networking events will be organized to create a platform for the new entrepreneurs to meet investors to introduce their ideas.
  - b) Business incubation facilities will be provided in premises at subsidized cost, laboratories, research facilities, IT services, and training, mentoring, etc. will be accessible to the new start-ups.
  - c) Funds will be allocated and used judiciously and in an unbiased manner. Care should be taken that policy is in place for appropriate use of funds by the entrepreneur.
5. BVCOA will develop an Innovation Tool Kit, which will be kept on the homepage on university website to answer the doubts and queries of the innovators and enlisting the facilities available at the institute.

## A2. Organizational Capacity, Human Resources, and Incentives.

1. BVCOA will engage those faculty members with prior entrepreneurial exposure and interest in trainings to promote innovation and entrepreneurship in college. For better engagement of staff in such activities, BVCOA will facilitate career development with constant up skilling. Faculty and staff will be encouraged to do courses on innovation, entrepreneurship management and venture development.
2. BVCOA will work in coherence and cross-departmental linkages will be strengthened through shared faculty, cross-faculty teaching, and research to gain maximum utilization of internal resources and knowledge.
3. Periodically, some external subject matter experts such as guest lecturers or alumni will be engaged for strategic advice and bringing in skills which are not available internally.
4. To attract and retain right people, BVCOA will develop academic and non-academic incentives and reward mechanisms for all staff and stakeholders that actively contribute and support entrepreneurship agenda and activities.
5. The reward system for the staff will be based on a performance matrix.



*Figure3: A2 - Flow chart for Organizational Capacity, Human Resources, and Incentives.*



### **A3. Collaboration, Co-Creation, Business Relationships and Knowledge Exchange within Campus and among Ecosystem Enablers co-exist at Regional and National Level.**

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1. Stakeholder engagement will be given precedence in the institution's entrepreneurial agenda. To boost entrepreneurship and co-design the programs, BVCOA will seek out suitable partners, resource organizations, Micro, small and medium-sized enterprises (MSMEs), social enterprises, schools, alumni, professional bodies, and business owners.
  - a) Symbiotic flow/exchange of knowledge and people between institutions/organizations will be facilitated to encourage co-creation.
  - b) The institution will set up networking opportunities for staff, teachers, and students to facilitate constant flow of ideas and knowledge through meetings, workshops, spaces for collaboration, lectures, etc. The networking activities will be conducted for improved engagement of collaborators.
  - c) Mechanism will be developed by BVCOA to capitalize on the knowledge gained through these collaborations.
2. For building and maintaining connections with external stakeholders, including the private sector, BVCOA will create policies and guidelines.
  - a) Linkages and collaboration will be made with potential entrepreneurship enabling firms, social enterprises, professional bodies, and alumni to strengthen the I&E ecosystem.
  - b) Internships, mentorship, knowledge sharing, resource exchange will be enabled for the students in potential industries through Memorandum of Understanding (MoU).
  - c) Feedback and suggestions will be received from the stakeholders to strengthen the innovation ecosystem in the campus.
3. Knowledge management will be done by BVCOA through development of innovation knowledge platform using in-house Information & Communication Technology (ICT) capabilities.

### **B. Norms for Faculty Startups**

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1. For better coordination of the entrepreneurial activities, norms for faculty to do start-ups will be created by the college. Only those technologies will be taken for faculty start-ups which originate from within the college.
2. Role of faculty may vary from being an owner/ direct promoter, mentor, consultant, or as on-board member of the start-up.

3. BVCOA will work on developing a policy on 'conflict of interests' to ensure that the regular duties of the faculty don't suffer owing to his/her involvement in the start-ups activities.
4. Faculty start-ups may consist of faculty members alone or with students or with faculty of other institutes or with alumni or with other entrepreneurs.
5. Faculty must clearly separate and distinguish on-going research at the institution from the work conducted at the start-ups/ company.
6. In case of selection of a faculty start up by an outside national or international accelerator, a maximum leave (as sabbatical/ existing leave/ unpaid leave/ casual leave/ earned leave) of one semester/ year (or even more depending upon the decision of review committee constituted by BVCOA) may be permitted to the faculty. Any research in start-ups should get clearance from ethics committee of BVCOA.

## B1. Incentivizing Students for Entrepreneurship and Startup Pursuits

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1. **Mentoring by Faculty & IPR expert:** The students involved in the startup and innovation team will be given a proper understanding, knowledge about implementation of ideas and its privacy keepings by the appointed faculty and an IPR expert.
2. **Space / Infrastructure:** Suitable space would be allotted for group discussions, sessions and for reviewing purpose.
3. **Funding Assistance:** Funding plays an important role with respect of bringing ideas alive. Such funding is specifically planned as per the steps of the project. The teams carrying out the ideas will get a proper knowledge of steps for seeking the investors or funds from the government bodies.
4. **Collaboration with national & international industries:** The ideas of the teams can be discussed on much higher levels, so as to get inputs under betterment and technology.
5. **Advertisement & promotion of ideas:** Promoting the invention ideas of the teams will support them to get a perfect platform.
6. **Patenting of Ideas:** The unique ideas of the students shall be given an exclusive right granted for an invention. This shall protect and give security to invented ideas.

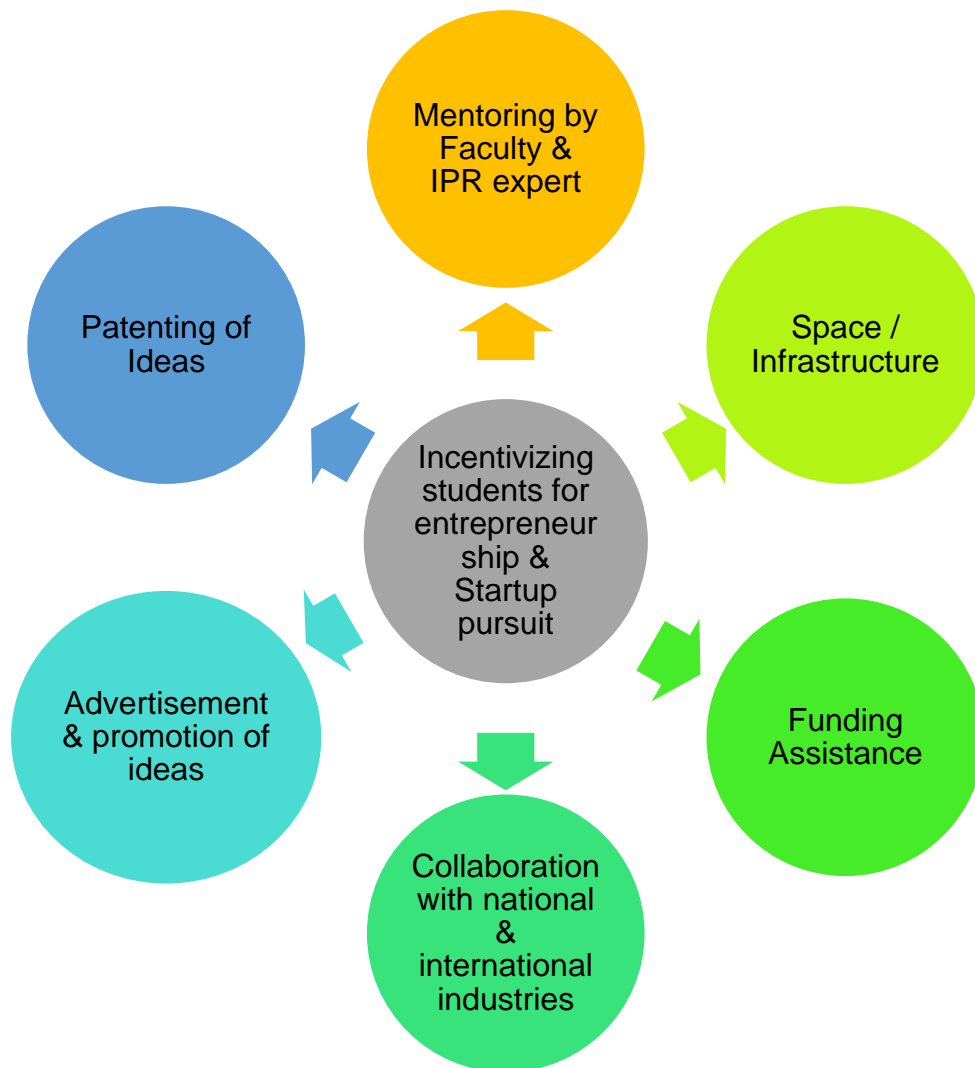
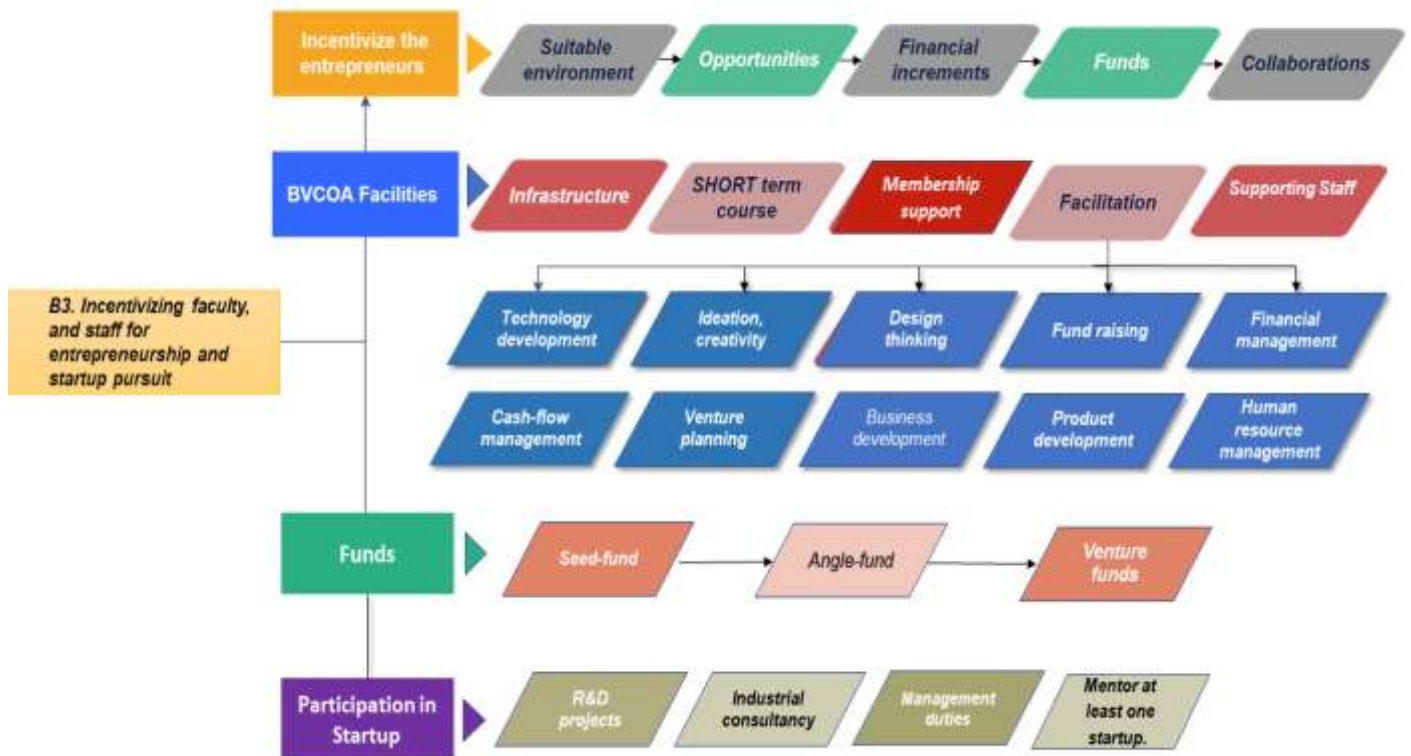


Figure 4: B1 – Incentivizing students for innovation & start-up pursuits

### B3. Incentivizing faculty and staff for entrepreneurship and Startup pursuit

1. BVCOA will allow their students/staff to work on their innovative projects and setting up start-ups (including Social Start-ups) or work as intern/part-time in start-ups (incubated in any recognized Incubators) while studying/working with due approval of competent authority. Staff Entrepreneurs will earn credits for working on innovative prototypes/business models. They will also be allowed to opt for start-up in place of their mini project/ major project, seminars, summer trainings. The area in which the staffs want to initiate a start-up may be interdisciplinary or multidisciplinary.

2. BVCOA will incentivize the entrepreneurs by means of providing them a suitable work environment, exposure to substantial opportunities, financial increments, promoting collaborations, and handholding by providing funds, spaces, and supporting staff.
3. BVCOA will facilitate the start-ups activities/technology development by allowing students/ faculty/ staff to use college infrastructure and facilities, as per the choice of the potential entrepreneur in the following manners:
  - a) Short-term/ six-month/ one-year part-time entrepreneurship training in place of the already existing six-month long industrial training program.
  - b) Mentorship support on regular basis.
  - c) Facilitation in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, Product development, social entrepreneurship, product costing, marketing, brand-development, human resource management as well as law and regulations impacting a business.
  - d) Institute will also link the start-ups to other seed-fund providers / angel funds/ venture funds or itself may set up seed-fund once the incubation activities mature. Further, necessary incentive in terms of resources, infrastructure, finance, time and support for students and faculties will be provided as per need basis.
4. Participation in start-ups related activities will be considered as a legitimate activity for the faculty in addition to teaching, R&D projects, industrial consultancy and management duties and must be considered while evaluating the annual performance of the faculty. Every faculty will be encouraged to mentor at least one start-up.
5. Institute might also need to update/change/revise performance evaluation policies for faculty and staff as stated above.



*Figure 4: B3 - Flow chart for incentivizing faculty and staff for entrepreneurship and startup pursuit.*

### **C. Incubation & Pre-Incubation Support and Facility Creation in HEIs**

1. BVCOA will promote students' driven innovations & start-ups and will engage the students and faculty in innovation and start up activities in campus.
2. BVCOA will establish the process/clear guideline and mechanism for easy creation and nurturing of start-ups/enterprises by students, faculty, and staff by setting up working committees.
3. The policy framed by BVCOA will be instrumental in leveraging the potential of student's problem solving & entrepreneurial mind-set and promoting a strong intra and inter-institutional partnerships.
4. To create Pre-Incubation and Incubation centre, the guidelines of Section 8 of Company Act or Society Act will be referred by BVCOA.
5. BVCOA will promote and allow Licensing of ideas into IPR into inventions and inventions into innovations.

## D. IP Ownership Rights for Technologies Development and Transfer

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1. IPR developed by students/ faculty member as a part of the curriculum using BVCOA facilities and funds, is to be jointly owned by the student/faculty member and BVCOA.
2. Inventors and BVCOA could together license the product/IPR to any commercial organizations, with inventors having primary say. License fees could be one-time technology-transfer fees. Royalty as a percentage of sale price.
3. On the other hand, if product/IPR developed by inventors not using the BVCOA facilities, then the product/IPR will be entirely owned by inventors, i.e., students/ faculty members. In this case, inventors can decide to license the technology to third party to use the technology the way they deem fit.
4. If there is dispute in ownership of product/IPR, a minimum five-member committee will be set, consisting of two faculty members having sufficient Experience and expertise in patenting and commercialization, two alumni/ industry experts/ practicing architects, and one legal advisor.
5. BVCOA Innovation Centre will be a coordinator and facilitator in producing services to students/ faculty members. They will have no say in how the invention is carried out, how it is patented or how it is to be licensed. However, in specific cases, clarification can be sought if BVCOA is paying for patent filing, an expert committee can examine whether the IPR is worth patenting.

## E. Pedagogy and Learning Interventions for Entrepreneurship Development

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1. Diversified approach will be adopted to produce desirable learning outcomes, which will include cross disciplinary learning using mentors, labs, research, case studies, games, etc. in place of traditional lecture-based delivery.
  - a) Student departments will be created for organizing competitions, boot camps, workshops, awards, etc. These bodies will be involved in BVCOA strategy planning to ensure enhancement of the student's thinking and responding ability.
  - b) BVCOA will start annual 'INNOVATION & ENTREPRENEURSHIP AWARD' to recognize outstanding ideas, successful enterprises and contributors for promoting innovation and enterprises ecosystem within the University.

- c) For creating awareness among the students, the teaching methods will include case studies on business failure and real-life experience, and reports by Start-ups.
  - d) Tolerating and encouraging failures: Our systems are not designed for tolerating and encouraging failure. Failures need to be elaborately discussed and debated to imbibe that failure is a part of life, thus helping in reducing the social stigma associated with it. Very importantly, this will be a part of BVCOA philosophy and culture.
  - e) Innovation champions will be nominated from within the students/faculty/staff for each department/stream of study.
2. Entrepreneurship education will be imparted to students at curricular/co-curricular/extracurricular level through elective/short-term or long-term courses on innovation, entrepreneurship, and venture development. Validated learning outcomes will be made available to the students.
- a) Industry linkages will be leveraged for conducting research and survey on trends in technology, research, innovation, and market intelligence.
  - b) In the beginning of every academic session, BVCOA will conduct an induction program about the importance of Innovation and Entrepreneurship, so that freshly inducted students are made aware about the entrepreneurial agenda of the college and available support systems. Curriculum for the entrepreneurship education will be continuously updated based on entrepreneurship research outcomes. This will also include case studies on failures.
  - c) Sensitization of students will be done for their understanding on expected learning outcomes.
  - d) Student innovators, start-ups, experts will be engaged in the
  - e) Dialogue process while developing the strategy so that it becomes need-based.
3. Misuse of someone's ideas, incubation, and research by any of the faculty members / students or any stakeholder will be treated as a crime and the person will have to face consequences.

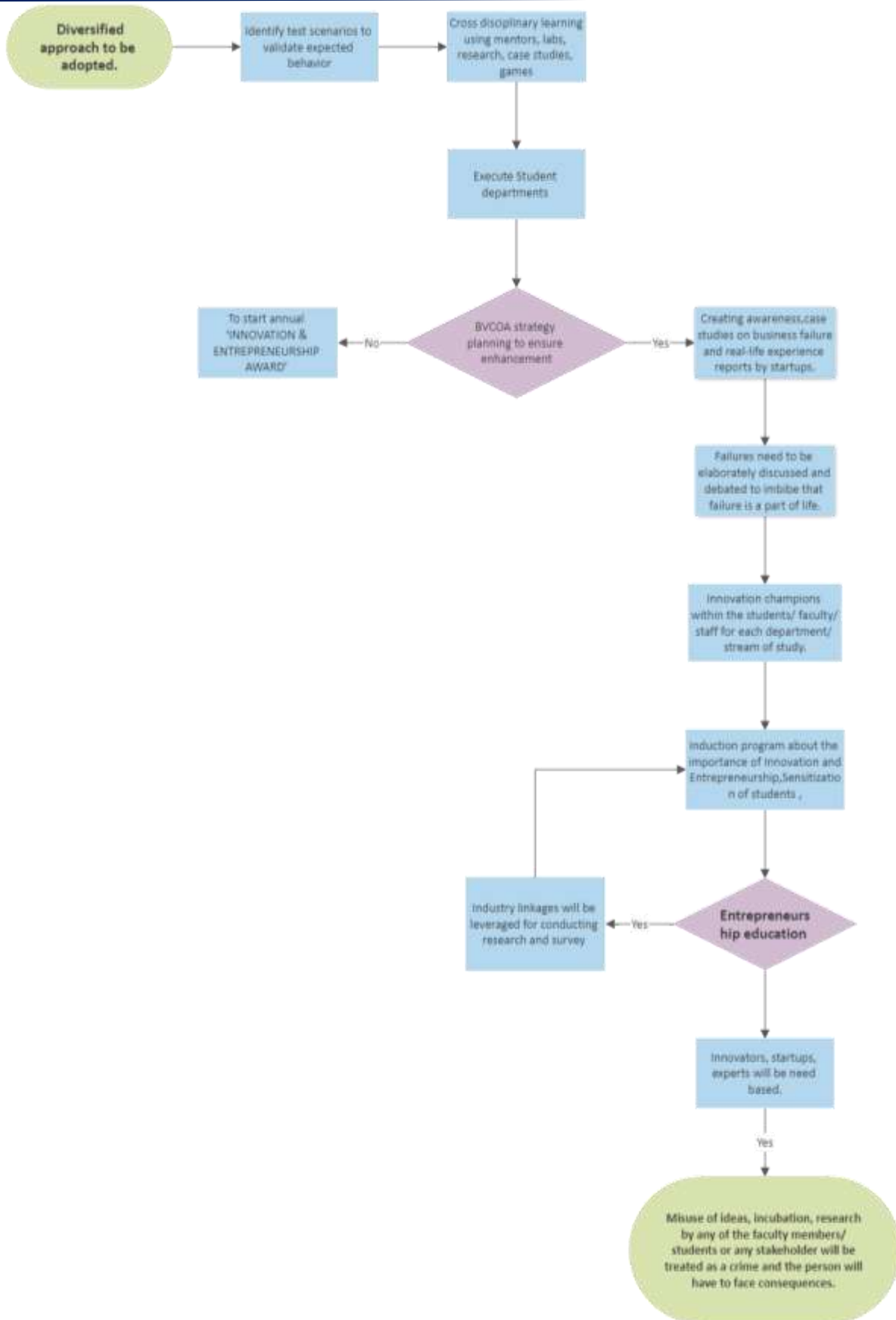


Figure 4: B3 - Flow chart for incentivizing faculty and staff for entrepreneurship and start-ups pursuit



## **F. Entrepreneurial Performance Impact Assessment**

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Impact assessment of university entrepreneurial initiatives such as pre-incubation, incubation, entrepreneurship education will be performed regularly using well-defined evaluation parameters.

The various parameters to be considered for the assessment are:

1. Keeping a track of all the entrepreneurial initiatives and evaluation of the same
2. Involvement of all the faculty members in entrepreneurial learning and teaching
3. Number of curriculum projects addressing real life problems and impact of innovations on society at both local and global levels.
4. Ensuring multidisciplinary exposure to develop a holistic understanding and evaluating the same
5. Number of ideas/initiatives/start-ups created at institute level
6. Business relationship/partnership/collaboration created at institute level
7. Participation in various ideas, PoC (Proof of Concept), prototype, B-plan competitions, industrial and consultancy projects launched by different agencies
8. Start-up registration
9. Participation in pitching for fund raising and grants/support by government and non-governmental agencies
10. Support provided by the institute to the student entrepreneurs, faculty and staff for pre-incubation and incubation, industrial linkage, exposure to entrepreneur ecosystem, etc.
11. Annual turnover through the start-ups initiated at the institute
12. Number of IPR registrations.
13. Quantitative and Qualitative assessment of the collaborations and mentorships in innovations