ADHIYAMAAN COLLEGE OF ENGINEERING

START-UP POLICY OF THE INSTITUTION

VISION

To play a vital role in creating an enabling environment across the Institution for nurturing start-ups throughout their business lifecycle and make Institution a innovation hub for start-ups.

OBJECTIVES

i.   To Strengthen the infrastructure set up in the institution and support the ecosystem with a greater thrust on emerging clusters,

ii.   To Inculcate innovation and entrepreneurial skills in students across all streams of learning and provide opportunities where they can nurture and grow to their full potential.

iii.   To Stimulate the annual growth of upto 10 start-ups and further increase the number of high growth start-ups.

iv.   To Encourage social entrepreneurship/assistive technology innovations.

v.   To Facilitate funding avenues that lead to investment in start-ups by Venture Capitalists and Angel Investors and also through Government funding.

Strategies- Policy Pillars

Institution aims to nurture its start-up ecosystem by adopting a 6 pillar approach for start-ups, with the following strategies.

Pillar 1: *Creating and Strengthening New Age Innovation Network:* Boost innovation and entrepreneurship culture amongst the students community by way of introducing related subjects in their Curricula and organising awareness camps and Business plan competitions, to promote enhancing start-up culture.

Encourage Innovative product development activities by using the DETI@ACE-Technology Business Incubators (TBI)

Pillar 2: *Funding for Start-ups:* Provide access to finance through various schemes of funding viz., NIDHI PRAYAS, NIDHI EIR, HACKATHONS besides seed funding, venture capital funding, and angel investor funding and sector-specific funding for supporting growth of the start-ups.

Pillar 3: *Supporting Mentorship and Creation of Incubation and Acceleration Infrastructure:* Connect globally and nationally renowned incubators and accelerators to strengthen continually, with the existing infrastructure in the DETI@ACE-TBI.

Pillar 4: *Building Inclusive & Equitable Start-up Ecosystem:* Embrace diversity, equity and inclusion to support a holistic and gender-neutral start up ecosystem across the campus.

Pillar 5: *Channelizing Innovation for Societal Impact*: Explore new tech-driven business models and disruptive innovation technologies by encouraging start-ups/young entrepreneurs to solve social impact issues.

Pillar 6: *Providing support in the form of incentives & concessions*: TBI Eco-system along with the established infrastructure both physical and intellectual, is being provided to start-ups on subsidised charge basis, without seeking any stake in IPR.

Policy Pillars

Pillar 1: Creating and Strengthening of New Age Innovation Network;

- Institution has established with a financial out lay of Rs 984 lakhs a Technology Business Incubator in the name & style as — **DETI@ACE Development of Entrepreneurs Through Incubation**, with the aegises of Ministry of Science &Technology, Govt. of India. It is functional since 2014 and spread across 3000sq.Ft of area to accommodate 11 cubicles to incubate Start-ups, Video conferencing systems and High-end instrumentation in the Domain of **GPS&ICT based systems.**

- **Fabrication Lab** is a supporting infrastructure **created with a financial support of Rs 2crore under NIDHI PRAYAS program of Ministry of Science & Technology,** this facility supports Start-ups in Additive manufacturing, Laser cutting and 3-D scanning, besides Crystal Growth units.

- The TBIs shall forge a strong link between R&D and commercialization of technologies in Academic/Technical/ R&D Institutions. TBIs in emerging areas like Additive Manufacturing, AI/ML, Digital Twin Technology, Language Technologies, Computer Vision, AR/VR, Blockchain, Quantum Technologies and Web 3.0, Clean Energy Solutions, Agriculture and allied fields, Education etc. would be promoted.

Pillar 2: Funding for Start-ups

- DETI@ACE facilitates Government funding support (to encourage entrepreneurship and foster innovation) be availed from the ongoing schemes in the campus such as NIDHI PRAYAS, MSME HACKATHONS, etc.,

One-time Grant-in-Aid, of INR 10 -15 Lakhs is provided;

i) To Start-ups, requiring early-stage seed funding support to develop their ideas to a proof-of concept stage.

ii) To start-ups, working in areas related to Deep Tech, Assistive Technology and Sustainable Development Goals (SDGs) including Circular Economy, Renewable Energy / Sustainability / Climate Change to help in product development and validation. to support emerging innovative and deep tech start-ups in Artificial Intelligence, Machine Learning, Electric Vehicles, MedTech, Robotics, Drones, and other such disruptive technologies across all sectors.

- Start-ups recognized under this program will be given mentoring and incubation support at subsidized rates at institution's incubation centre DETI @ACE to help in product development and validation.

Pillar 3: Supporting Mentorship and Creation of Incubation and Acceleration Infrastructure.

- DETI@ACE-TBI Facilitate Investor Connect/PoCs for Start-ups will create an Investor Network platform to connect start-ups with Angel Investors/ NEN's/ Venture Capitalists/ encompassing online/outreach activities viz. sponsored tech-events, speed dating sessions, sensitization workshops, training programmes and webinars etc.,

- Institute will establish the 'Acceleration Network' in a hub and spoke model in collaboration with Industry partners, where existing accelerators will act as Hub to further augment and develop the network of accelerators across the region and extend the benefit to start-ups. This network will assist the start-ups in their growth journey after the seed funding program by providing strategic support, funding, mentorship, and networking opportunities. Thrust will be given to start-ups working in areas related to Sustainable Development

Goals (SDGs) including Circular Economy, Renewable Energy / Sustainability / Climate Change.

- On Demand Virtual Incubation and Mentorship Connect Platform With an aim to provide a platform for start-ups to grow and nurture, DETI@ACE-TBI will collaborate with ecosystem partners to create a virtual incubation platform to provide incubation accessible to start-ups wherever they want. The virtual incubation platform will provide entrepreneurs services such as incubation, mentoring and seed financing access to labs, production facilities outreach & investor connect entrepreneur tool kit and detailed analytics, etc. The platform will connect a variety of existing ecosystem enablers such as investors, incubators, accelerators, and policy makers to bolster entrepreneurship.

Pillar 4: Building Inclusive & Equitable Start-up Ecosystem

Women Entrepreneurship: To nurture and accelerate the growth of women entrepreneurs in the campus, with the following initiatives:

- Accelerate women start-ups through Elevate Women -'Acceleration and Incubation Programme'
- Focused capacity development programs
- Creation of a dedicated vertical in 'virtual networking portal'
- Hackathon for Women.

Social Inclusion: Social Inclusion has been an integral theme of the Start-up policy. Entrepreneurs spread across different sections of the society are being actively supported since 2015 and the Institute intends to carry forward this vision through the following initiatives:

• The Institute will facilitate setting up a Centre of Excellence for Assistive Technology (AT) with a grant/funding support of INR 1 Crore to develop

innovative products and solutions for Differently abled community and senior citizens, in collaboration with Department of Empowerment of Differently Abled and Senior Citizens, academia, and industry partners.

• Dedicated programmes to assist start-ups funded by entrepreneurs from different sections of the society like OBC and Minority category

• Identify, support and nurture start-ups from aspirational branches of Engineering & Technology in the Institute.

• Organize capacity-building programs for Transgender community and Differently Abled Entrepreneurs to foster their ideas.

Pillar 5: Channelizing Innovation for Societal Impact

Innovative solutions for societal impact acknowledges the role of start-ups in accelerating the circular economy for improving resource efficiency by reusing, recycling, and refurbishing natural resources to increase the demand for sustainability related products in the market. To leverage circular economy innovative business technology solutions and to address the existing social challenges in Environmental, Social, and Governance (ESG) framework and to meet Sustainable Development Goals (SDGs), in the domains of Urban Development, Transport, Energy, Agriculture, Ecology & Environment, Animal Husbandry, Revenue, Heath Department, Women & Child welfare, etc. will be enabled to identify societal problems for start-ups to propose potential solutions.

Department of Electronics, IT, BT and S&T in collaboration with other Departments intends to encourage CSR investments as per the provisions of the Companies Act, in projects related to Sustainable Development Goals (SDGs) including Renewable Energy / Sustainability / Climate Change technology-led

solutions that create a transformative value in the long term and drive sustainable growth.

DETI@ACE-TBI is mandated to identify and implement suitable interventions across the following areas:

➢ Creating spaces for experimentation and partnership

➢ Facilitating access to finance, including Boot strapping.

➢ Stimulating demand through Industry participation

➢ Creating stakeholder networks

➢ Awareness & Sensitization Programs

➢ Promoting public-private partnerships Funding support.

Pillar 6: Providing State support in the form of incentives &concessions

The startups can avail the following standard package of incentives and offerings during the policy period.

Patents Filing Co-ordination

Co-ordination of patent application to the start-ups, supported Incubatees is undertaken by IPR Cell.

Quality Certification Co-ordination

Co-ordination of Quality certificate process to the start-ups, supported Incubatees is undertaken by DETI@ACE - TBI

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