

S.K.N. Sinhgad School of Business Management Innovation and Startup Policy

1. Preamble

S.K.N. Sinhgad School of Business Management established E-Cell ANKUR on January 2017 with the vision to develop entrepreneurship spirit in student with leadership qualities using innovative and ethical business practices to create the impact. With release of national Innovation and Startup Policy for students and faculty (NISIP) in 2019, S.K.N. Sinhgad School of Business Management has compiled and aligned its own policy which is presented in following lines.

2. Strategies and Governance

This initiative has created a pathway towards development of culture among students and faculty member to adopt entrepreneurship as one of the career options. Following steps have been taken to implement the 'Innovation and Startup Policy.'

- A dedicated E-Cell with defined specific objectives for assessment, has been established to facilitate development of an entrepreneurial ecosystem in the organization.
- Encouragement shall be given for raising funds from diverse sources. Bringing in external funding through government (state and central) such as MHRD, AICTE, Startup India, Invest India, MeitY as well as non-government sources will also be encouraged.
- To support innovation and entrepreneurship promoting activities, it will be highly encouraged and appreciated to approach private and corporate sectors to generate funds, under Corporate Social Responsibility (CSR) as per Section 135 of the Company Act 2013.
- Funding raising through sponsorships and donations and engaging alumni network for promoting innovation & entrepreneurship shall be encouraged.

E Cell will organize institutional programs such as workshops, lectures by entrepreneurs, activities focusing on entrepreneurship, design thinking and innovation, IPR, Bootcamp etc. to spread the awareness regarding importance of innovation and entrepreneurial agenda across the institute.



- The institute has established E-Cell to inform and involve student community in enterprising activities.

3. Startups Enabling Institutional Infrastructure

The institute has developed institutional infrastructure to enable startups and progressed in this direction with the establishment of dedicated E Cell and concerned resources.

4. Nurturing Innovations and Startups

Policy document addresses all the issues of the students who are opting for entrepreneurship as career option and recognize outstanding ideas, successful enterprises, and contributors for promoting innovation and enterprises ecosystem within the institute.

- Institute's E Cell facilitates aspirants in a variety of areas including technology development, ideation, creativity, design thinking, fund raising, financial management, cash-flow management, new venture planning, business development, social entrepreneurship, product costing, marketing, human resource management as well as law and regulations impacting a business.
- Institute will facilitate the startup activities / technology development by allowing students to use institute infrastructure and facilities, in the following manner:
 - i. Mentorship support on regular basis.
 - ii. 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.
 - iii. Institute may also link the startups with the seed-fund provider/angel funds/venture funds.
 - iv. Institute could extend this startup facility to alumni of the institute.

5. Organizational Capacity, Human Resources, and Incentives



E Cell policy document is available regarding implementation of all innovation and entrepreneurship related activities and programs.

6. Creating Innovation Pipeline and Pathways for Entrepreneurs at Institute Level

- The awareness programs will be conducted during induction programs for first year students to introduce the students to entrepreneurship and innovation.
- Specialized workshops in IPR, entrepreneurship development, various technology-based skill development programs etc. will be conducted to help students develop various skills required in their entrepreneurial journey.
- The Institution's Innovation Council (IIC) will organise various activities related to innovation, startup, and entrepreneurship development. Collective efforts will be undertaken to identify, acknowledge, and support students' ideas and innovations and to further facilitate their entrepreneurial journey.
- Business incubation facilities like training and mentoring should be accessible for the startups.

7. Pedagogy and Learning Interventions for Entrepreneurship Development

- Experts from industry, mentors from different areas of business and enterprise will be invited as resource persons to guide the students.
- Institute offer University level Courses of Entrepreneurship and Start and new Venture Management for all MBA students.
- E Cell is responsible for organizing workshops, awareness sessions etc. to strengthen entrepreneurial ecosystem through strategic planning and implementation.
- To promote students' ideas, projects and innovations based on real life challenges, research activities, visits to rural areas and industries in nearby region will be organized.

8. Collaboration, Co-creation, Business Relationships and Knowledge Exchange

For all the activities relevant to the entrepreneurship development, participation and collaboration of industries, institutes of national importance, social enterprises, alumni, professional bodies, and entrepreneurs will be encouraged.



9. Entrepreneurial Impact Assessment

The various parameters to be considered for Entrepreneurial Impact Assessment are

- A. Satisfaction of the participants in workshops and training programs
- B. Participation in awareness programs
- C. Utilization of E Cell facilities by students
- D. Number of curriculum projects addressing real life problems
- E. Participation in various B-Plan competitions
- F. Grants/support from government and non-government agencies
- G. Contribution in industrial projects and consultancy projects
- H. Startup registrations and company incorporation
- I. IPR application filing, grant and commercialization

10. Review of the Policy

E Cell shall organize the review committee meetings and finalize the recommendations of the review committee.

11. Way Forward

For achieving the objective of successful implementation of the 'Innovation and Startup Policy' for students and faculty, support of all the stakeholders will be important. This policy document is supported by previously existing policy documents on innovation, entrepreneurship, IPR, and research and development.


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