

Guidelines for setting up of Entrepreneurship Clubs (ECs) in Govt. Engg.

Colleges and Govt. / Govt. Society/ Govt. Aided Polytechnics.

Innovation is one of the key aspects of building blocks of our economy to redefine products and services meeting peoples' aspirations. The competitiveness of our economy must be raised with creating opportunities that empower people to earn sustainable incomes.

However, the number of local entrepreneurs emerging every year in India is very low. The healthier trend is that India is fast moving up the rank ladder. However, further accelerating entrepreneurship especially based on innovation is crucial for large-scale employment generation in India.

In wake of this, the Government of Haryana plans to foster entrepreneurial eco system in the state and boost its innovation and entrepreneurship competitiveness. The Government is committed to creating youngsters who are job creators in the state rather than job seekers.

With this context, the Department of Technical Education proposes to formulate guidelines to establish "Entrepreneurship Clubs (EC)" within the existing placement cells in all the Govt. Engg. Colleges and Govt. / Govt. Society/ Govt. Aided Polytechnics of the state to inculcate "Entrepreneurial Culture" amongst its youth and equip them with skills to act as job creators instead of being job seekers in future. The key aim of the cell would be to foster entrepreneurship amongst the students of the state for generation of employment opportunities and creation of wealth.

The Entrepreneurship clubs(EC) will be set up within the existing placement cells in all the Govt. Engg. Colleges and Govt. Polytechnics in the State. This would be a part of the Department of Technical Education, Govt. of Haryana's drive to encourage innovation and entrepreneurship in the state. Through these ECs, the Department of Technical Education, Haryana envisions a society of self-motivated individuals' kernelled with constructive and intense entrepreneurial drive leading to positive outcomes for the state. These Entrepreneurship Clubs would also facilitate campus-industry linkage on the ~~higher~~ education Institutes of the state.

Vision of ECs

The vision of the ECs would be to "Develop in-house institutional mechanism to create entrepreneurial culture and foster innovation amongst the students and the society at large.

Objectives

The key objectives of Entrepreneurship Club would be to:

- Inculcate entrepreneurial culture and qualities amongst the stakeholders
- Sensitize innovation driven entrepreneurship scenario in the state
- Nurture the latent entrepreneurial talent
- Promote innovation and entrepreneurship on campus
- Develop awareness among its members of the attitudes, values, and skills of successful entrepreneurs around the globe etc.

Scope and Functions of the ECs

- The Entrepreneurship Cell(EC) will be implemented in all Government Engg. Colleges and Govt./ Govt. Society/ Govt. Aided Polytechnics of the state.
- The ECs would be a student-run initiative that engages and inspires students to explore the many paths towards becoming an entrepreneur.
- Students willing to join the EC will be enrolled as members.
- The ECs would act as small incubators located within the Engg. Colleges / Polytechnics, where students with innovative ideas can pursue entrepreneurial stints along with their studies.
- Assistance in creating an easy mechanism for registration and application to access the benefits under the initiative. The Hub shall be accessible to Startups, Incubators, Angel investors, mentors, Government representatives, banks etc.
- Liaison with various central and state Govt agencies, industry associations for the implementation of schemes and policies.
- Coordination with Innovation and Incubation Centre setup at Govt. Polytechnic Manesar in collaboration with Maruti Suzuki and various Centers of Excellence (CoEs) at Polytechnics.

- It will promote and coordinate entrepreneurial activities in respective institutes and help the students to transform their ideas into enterprises along with their academic programmes.
- The EC's would coordinate and conduct several programs and events throughout the year such as, speaker series, entrepreneurship modules, start-up competitions, pitch days, etc.
- At these ECs, a student can engage in various entrepreneurial related activities, including ideathons, hackathons, business modelling sessions, meet-the-mentor sessions and so on.
- To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programmes, Faculty Development Programmes and Skill Development Programmes in the colleges / polytechnics of the state.
- Organize interactive sessions/ workshops/ debates etc. with successful entrepreneurs from outside as well as within the State.
- Familiarize the youths to the latest developments in start-ups and facilitate interaction with promotional agencies / successful entrepreneurs / other stakeholders
- Guide and mentor innovative projects of student entrepreneurs every year
- Guide and assist prospective student entrepreneurs on various aspects of start-ups such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies etc.
- To act as an Institute wide Information Centre on business opportunities, processes, technologies, market etc. by creating and maintaining relevant data bases.
- Support in creating awareness of national and State level government entrepreneurship schemes and programs among students
- Support development of an environment of innovation and entrepreneurship among students especially in Tier2/3 cities

- Support in integrated marketing communication to engage with Startup community through media like social media channels, radio, newsletters, SMS, email etc.
- Support in hosting student Startup events such as Hackathons/Student Startup fests etc.
- Assist in hosting awareness campaigns in colleges/ polytechnics and various centres across the State to promote innovation and entrepreneurship
- Assistance in organizing Startup focused events including workshops, awards, networking, pitching sessions within Startup community

Structure of the EC

- 01 dynamic & competitive faculty coordinator.
- 01 Training & Placement Officer
- 02 faculty members from various disciplines
- 05 Students (to be nominated by the Head of the Institution)

Financial Assistance

Financial Assistance may be met out of the existing Students funds of the Government Engg. College / Polytechnic. The fund can be utilized preferably for the following purposes:

- Entrepreneurship motivation of students
- Interaction of students with successful entrepreneurs / investors / stake holders etc.
- Essential exposure visits
- Conducting meaningful surveys related to entrepreneurial development.
- Camp on Entrepreneurial Adventures for Youth
- Entrepreneurship Awareness Camps
- Training Programme on Project Appraisal and Entrepreneur Assessment
- Training Programme on Industrial Project Preparation and Appraisal

Activities to be undertaken in EC

1.1 Managing ECs

- 1 ECs will liaison with various central and State Govt agencies industry associations for the implementation of the cell.
- 2 Run the affairs of the EC in the most prudent and professional manner
- 3 Offer students the necessary counseling for the meaningful implementation of their ideas;
- 4 Maintain disciplined environment and attendance;
- 5 Arrange workshops on requirement basis including but not limited to the following areas to develop the entrepreneurship skills:
 - a. New idea generation and validation through market surveys;
 - b. Writing a business plan covering strategy, financials, marketing, and operations;
 - c. GTM (Go to Market) strategies;
 - d. Presentation skills (how to pitch a business plan to investors);
 - e. Developing a prototype marketing and sales (finding the first paying customer);
- 6 Provide legal, administrative, and marketing consultation support;
- 7 Provide opportunities to the students to participate in relevant exhibitions, conferences and events;
- 8 Explore investment opportunities, induction of seed money through potential venture capitalist and investors for projects completed and ready for commercialization;

1.2 Networking and Relationship Building Support

Since students are usually at early stage, emerging businesses and have limited interaction with demand side; networking and relationship support describes the effective role an EC takes up to develop connections to resources that students may not be able to have access to otherwise. The EC Management shall strive to establish linkages especially with the demand side and investors

1.3 Counseling and Mentoring Support

The ECs would develop and maintain a pool of domain specialists willing to serve as mentors, advisors and business counselors for students. These mentors and business counselors shall be selected based upon their reputes and potential to leverage the students' commercialization potential.

The EC will follow up with mentors on a routine basis to stay abreast of the students' performance and progress. Feedback mechanisms shall be put in place to ensure that mentorship is providing the desired value to the students.

1.4 Monitoring Mechanism

ECs will submit quarterly report on key activities undertaken in a quarter to Head office.