

Student Entrepreneurship Scheme for the Universities, Colleges and Polytechnics in Kerala

Introduction

Over a lakh of students in both engineering and non-engineering students graduate every year in Kerala. There are a significant number of students who have valuable entrepreneurial ideas which do not germinate and grow to completion, for want of the necessary environment and support. Allowing students both engineering and non-engineering, to start working on innovative ideas even while in universities, colleges and polytechnics, could contribute significantly to the growth a robust entrepreneurial ecosystem in the State. Government of Kerala recognises that it is imperative for growth of Kerala to support home grown companies through a specific incentive for student start up companies.

Technology Business Incubators (TBI)

Department of Science and Technology has set up many Technology Business Incubators (TBI) and Science and Technology Parks across the country in premier academic institutions to nurture entrepreneurs in varied knowledge and technology domains.

Incubators are a capital efficient method for stimulating technology innovation and job creation. Technology business incubators are an effective tool for technology transfer, innovation, generating skill-based jobs and for local economic development. Incubators are a critical component of the entrepreneurial support infrastructure that have proven themselves to be significant generators of new jobs

Business incubators are programs designed to accelerate the successful development of entrepreneurial companies through an array of business support resources and services, developed and orchestrated by incubator management and offered both in the incubator and through its network of contacts. By focusing on developing a new generation of entrepreneurs - most of whom have ties to the local area - incubators help in building companies that will create jobs and spark economic growth in the region for years to come. Since these programs provide targeted business assistance to young firms at their earliest stages of development - when they are most vulnerable - business incubators help support new ventures and result in a greater than average chance of success for new entrepreneurial ventures.

TBIs aim explicitly at incubating enterprises with high or advanced technology content. A typical TBI provides its clients with a comprehensive range of services, not only the rental space at an affordable price but also a full range of business and specialized services aimed at intensifying technology utilization. TBIs generally have strict

admission and exit criteria and the entrepreneurial firm is expected to graduate from the business incubator in a stipulated amount of time (3 years) or upon meeting specific growth criteria (revenues, employees), whichever is the earliest.

Under the Student Entrepreneurship Initiative, three stages will be recognised in the incubation process.

Stage 1. Ideation Stage

Ideation Stage is the process of generating, exploring, and evaluating new technology /business ideas that can give the business proposed by the student entrepreneur a competitive advantage. The expert committee formed for the evaluation of the ideas should interview each entrepreneur and analyse the business potential and feasibility.

Stage 2. Teaming & Company formation

Team Formation is the key for an entrepreneur in commencing his journey before starting his own company. The team should ideally have a mix of co-founder with complementary skill sets. Having complementary set of experience is very important for a well-rounded team from the inception. The team has to register it as private limited company/ Limited Liability Partnership (LLP)/Partnership of any legally recognized entity.

Stage 3. Prototype developed/ Business started

The working model or the prototype of the Technology Idea to be developed and this to be certified by the experts for commercialisation or Technology Transfer.

OR

If it is a business service idea, the company or legally recognised entity should start the business operation as per the business plan and start generating Income.

TBIs in Kerala approved by NSTEDB, Department of Science and Technology, Govt of India

1. Technopark TBI, Thiruvananthapuram
2. NITK- TBI, Kozhikode
3. ITIH TBI (Start-up Village), Kochi
4. College of Engineering TBI, Thiruvananthapuram
5. Amritha TBI, Kollam
6. Central Institute for Fisheries Technology TBI, Kochi
7. NRI TBI, Kollam, Kochi & Kozhikode

New TBIs proposed to DST, Gol, for approval and under consideration

✓ All govt. Engg. Colleges & Govt. Disoidal Engg. Colleges will be encouraged to apply for TBI status from Dept of Science & Technology, Govt of Kerala, and obtain the same within next six months.

- 1 Proposed National Centre of Excellence for Entrepreneurship to be jointly set up by Government of Kerala and Confederation of Indian Industries (CII).
- 2 Pushpagiri - Medical TBI, Thiruvalla
- 3 Care-Keralam - Ayurveda TBI, Chalakudy, Trissur

Selection Process of Students

1. Each College/Polytechnics will have to designate a Faculty Member as an Entrepreneurship Coordinator from among the faculty of that college/polytechnic *within 15 days.*
2. Each University shall assign a faculty member as an Entrepreneurship Coordinator for the University *within 15 days of this order.*
3. The Additional Director in charge of Supervisory Development Centre, Kalamaserry will be designated as the Entrepreneurship Coordinator for the Polytechnics.
4. The Student Entrepreneur will have to apply to the one of the following TBIs
 1. Technopark TBI, Thiruvananthapuram
 2. NITK- TBI, Kozhikode
 3. ITIH TBI (Start-up Village), Kochiwith a recommendation by the Entrepreneurship Coordinator of the college and submit his business/technology concept for evaluation.
5. For the first one year (upto 31st March 2014), TBI, Technopark will be the Nodal TBI who will provide the guidance to other TBIs and students.
6. The TBI listed above shall either adopt the student for assistance or refer the student who approaches them either to another suitable TBI after assessing the requirements of the student and matching the same with the skills in a TBI.
7. The TBI will provide assistance to the student entrepreneur in the preparation of business plans including introducing the student entrepreneur to mentors/consultants to help them prepare the plan.
8. An expert committee attached to the TBI should then review the business plans/ Product Idea submitted by the student entrepreneur. This expert committee consists of a minimum of 5 members including technical/domain expert, a finance expert, an infrastructure expert, a marketing expert and business expert. The entrepreneur is invited to give a presentation to the expert committee for a thorough review of the business plan. If there are gaps in the business proposal, the committee ask the student group to rework the plan. In this process, the mentors attached to the centre should provide all the necessary assistance in making the business plan fool proof. Once the committee approves the admission of the entrepreneur, the enterprise will be provided with all infrastructure facilities to start operations without delay and he will be connected to any of the DST Approved Incubators based on the area of operation of the company.

Performance Reviews

The expert committee conducts annual, half yearly and quarterly reviews by evaluating the progress of the student entrepreneur on various areas and adequate corrective measure are advised to overcome the short falls.

Measure for Promotion of Student Entrepreneurship in Kerala

To encourage entrepreneurship among the students in Kerala, Government have announced a landmark Student Entrepreneurship Initiative. The policy provides for 20% attendance relaxation and 4% grace marks in academic courses for students who pursue entrepreneurship and innovation during their studies.

Distribution of Grace Marks and Attendance

Duty Leave

Duty Leave will be given to student entrepreneur who has taken prior permission from the Head of Institution to attend EACs/ Seminars/ Workshop/ Competitions, in-house training by TBIs, Techno Business training programme etc.

This shall be applicable to faculty also if they are accompanying the student/ student teams as the mentor or guide.

Grace Marks and Attendance

Grace marks and attendance will be provided by the University to Student Entrepreneurs who are incubated in TBIs approved by the National Science and Technology Entrepreneurship Development Board, Department of Science and Technology, Govt. of India based on the following broad guidelines. Accordingly a student entrepreneur (or group) will be rated at different stages.

Sl. No	Stages	Grace Marks	Attendance (Max 20%)
		Marks (Max 4%)	
1	Ideation Stage	1%	5%
2	Teaming & Company formation	1%	5%
3A	Prototype (Working Model) for Technology based firms *	2%	10%

OR 3B	Business Services of Service based firms *	2%	10%
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*** The student company (Arts/ Science/ Business School/ Engineering College/ Polytechnic) should have made a working model (proto type) which is commercially viable (for technology based companies) and has started generating sufficient cash flow towards attaining self-sustainability and have a sound workable business plan validated by a DST approved Incubator (for Service based companies)**

1. For students to be eligible to receive the special attendance under the Student Entrepreneurship Scheme, they should have secured a minimum of 75% attendance including the special attendance for which the student is eligible under the scheme.
2. Students shall not be allowed to avail this special attendance to skip any of the examinations fixed by the college/ university/Directorate of Technical Education as applicable.
3. Each university should have a mechanism to consolidate and recommend award of marks / attendance based on the letters from the TBIs.
4. Students should be encouraged to participate in nationally reputed idea competitions / business plan contexts / entrepreneurship seminars etc. to gain maximum exposure. Duty leave may be given for this purpose. Students who win prizes at university / state / national level idea competitions / business plan contexts may also be given up to 2% grace marks in the semester in which prize was won. The list of TBI approved competitions may be maintained by the Universities for this purpose. *and may be uploaded in the University website within 15 days of this order.*