Start-Up Initiatives and Policies

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An entity that develops a business model based on either product innovation or service innovation and makes it scalable, replicable and self-reliant.

The Ministry of Commerce and Industry released a notification to define ‘startups’. According to the government notification, an entity will be identified as a startup.
Start-Up

- Till up to five years from the date of incorporation.
- If its turnover does not exceed 25 crores in the last five financial years.
- It is working towards innovation, development, deployment, and commercialisation of new products, processes, or services driven by technology or intellectual property.
Entrepreneurship

To encourage entrepreneurship and foster commercialization of innovations IITs and IISc have established business incubators.

Business incubators are seen as a link between mind and market.
Entrepreneurship

Technology Entrepreneurship began at educational institutions in mid to late 90s

The drivers for Technology Entrepreneurship were

- Boom in the IT sector
- Translation of Ideas to Wealth
- IIT alumni played a big role in this boom
- In silicon valley, a large number of startups were by IIT alumni
- Latent thirst among faculty and students to translate their innovations to products
- Strong belief in technology entrepreneurship as a driver for social change
Some Illustrative Business Incubators

- **IIT-Madras (early starter)**
  - Business incubation led by Ashok Jhunjhunwala

- **IISc**
  - Society for Innovation and Development (SID)

- **IIT-Delhi**
  - Foundation for Innovations and Technology Transfer (FITT)

- **IIT-Bombay**
  - Society for Innovations and Entrepreneurship (SINE)
Some Illustrative Business Incubators

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Entrepreneurship and Start-up Policies

Entrepreneurship and Start-up Policies play a vital role in the economic and social development of a nation.

- In developing economies, these policies extend support to entrepreneurs and start-ups in overcoming the numerous barriers while trying to promote their start-ups.
- India, Brazil and China have significant market potential and these countries have been designing and promoting entrepreneurship/start-up policies among varied stakeholders towards filling their demand-supply gap and at the same time, creating employment opportunities.
- Educational institutes in general and Technical Institutes in particular play an imperative role in shaping the Start-up-movement of a nation.
The Government of India has launched the ‘Start Up India Action Plan’ in January 2016, with following focus areas:

- Policy changes for ease of doing business
- Incentive for incubators
- Start-ups and Academic Interventions
- AICTE constituted a committee to study and create an AICTE Student Start-up Policy.
Members of Start-up Policy

➢ As per recommendation of committee, AICTE constituted a national Implementation Committee with following compositions

➢ Chairmanship of Professor Dr. Akshai Aggarwal, Vice Chancellor of Gujarat Technological University, to formulate a Start-up Policy for students of AICTE approved colleges.
Members of Start-up Policy

The other honourable members of the Committee were

- Dr. Anil Sahasrabudhe, Student Start up Initiative Chairman, AICTE
- Dr. Sunil Shukla, Director Entrepreneurship Development, Institute of India
- Mr. Sanjay Inamdar, Student Start up Policy, Chairman Implementation Committee
- Mr. Anil Kaul, Senior General Manager, ICICI Bank
- Mr. S. A. Ramesh Rangan, Managing Director, State Bank of Patiala
- Dr. Charvi Mehta, Consultant, Ministry of Skill Development and Entrepreneurship
President Pranab Mukherjee has been announced the National Student Policy (NSSP) formulated by the All India Council for Technical Education (AICTE) recently.
National Student Start-Up Policy

- An analysis of Indian entrepreneur profiles reveals that 32 years is the average age of entrepreneurs and that only 6 percent of them are women.

- In the majority of start-up entrepreneurs in the country have a background in MNCs (multinationals) and Indian tech companies (35 percent and 27 percent respectively, from a sample of the report). Only 13 percent of start-up founders have absolutely no experience in the field before launching their ventures (NASSCOM Report).
National Student Start-Up Policy

- The policy has been launched with an aim

- Support students who have potential to be future entrepreneurs and contribute in socio-economic change by launching technology-driven start-up businesses.

- This policy is mainly intended to guide AICTE approved academic institutions to support the “Start-up India” programme launched by the Government of India.

- This policy will also support Technology Business Incubators (TBI) in creating new number of student start-ups and entrepreneurs pan India.

The AICTE has been drafted this policy to increase the number of “Student Start-ups” and prepare them to gain the benefits from “Start-up
National Student Start-Up policy

VISION

- It aims to create 100,000 students owned technology start-ups and a million new employment opportunities by 2025 or within the next 10 years. This would be done by developing an ideal entrepreneurial eco-system and promoting strong inter-institutional partnerships among technical institutions.

- The formulated policy has outlined the role of the AICTE, TBI and academic institutions in creating student entrepreneurs all along implementing the government’s initiative the "Start-up India".
National Student Start-Up policy

- According to the policy, the curriculum pattern followed by these institutions would include 40 per cent skills based courses, 30 per cent knowledge related courses and 30 per cent attitude related courses.

- The new policy has made a provision to set up a fund to support start-up events and fest that would be organized at national and international levels. An amount of Rs. 10,000 crore will be invested through the venture funds registered with SEBI and interested to support student start-ups.
National Student Start-Up Policy

- To develop hard and soft infrastructure like testing labs, IT labs, tools room, design studios, data set, laboratories, video-conferencing facilities and research and analysis labs in the academic institutes, an initial annual outflow of Rs. 20 crore will be provided to help student start-ups in institutes.

- The policy will encourage science and technology students to choose entrepreneurship as their career and motivate them to convert their research projects into a workable startup.

- It will work to indoctrinate social responsive attitude among AICTE approved institutes’ students who would aspire to launch social businesses.
National Student Start-Up policy

- The policy aims to provide hand-holding support to students from rural areas that need training to start a business and identifying business opportunity near to them.

- Equip rural and urban students with the right set of skills and resources for launching, managing and running their business enterprises successfully so that they can contribute to the socio-economic progress of India.
Mission

To help create a larger number of student-driven, on campus start-ups that will add to economic and social value. To achieve this, the below mentioned strategies would be applied:

- Teaching students and encouraging them to take up entrepreneurship as a preferred career choice
- Preparing students for successful launching of their start-ups
- Re-orienting academic curriculum and pedagogy with a strong focus on Start-ups
- Developing customized teaching and training materials for start-ups and engaging them in pre-start-up activities
- Capacity Building Programmes / Activities for faculty as well as trainers.
Policy Objectives:

- To prepare students as they gain benefits from GoI's 'Start-up India' programme.
- To encourage Science and Technology students to choose entrepreneurship as their careers.
- To motivate students to convert their Detailed Project Reports (DPRs) and projects into viable B-plans.
- To create a common virtual platform and ask institutions to submit students' projects on this platform to make the project nationwide.
- To inculcate social responsive behaviours among students aspiring to launch start-ups.
- To offer students, from rural regions of India, training in business opportunity
Curriculum:

Knowledge, Skills and Attitude: Courses aimed to develop students as start-up entrepreneurs will have 30 percent Knowledge related courses, 40 percent Skills based courses and 30 percent Attitude related courses.

Introduction of Entrepreneurship Courses: Entrepreneurship courses will be comprised of the Basics of Entrepreneurship, Start-up Ecosystem in the Country, Business Idea Generation and Support Institutions to Entrepreneurship. This may be introduced in the initial semesters of Engineering and Management courses. These courses would help with encouraging students to choose entrepreneurial careers.
Curriculum:

Courses on Basic Business Management: In the first year (for two year programme) and the third year (for four-year programme) courses like, Basics of Entrepreneurship Accounting and Book-Keeping, Basics of Entrepreneurial Marketing, Principles of Inventory Management and related concepts, Small Business Management, should be discussed for 2-4 hours per week. This will orient students with the fundamentals of business and other related areas.

Start-up Stream as one of the Specializations: The provision of acquiring a degree with specialization in a start-up should be ensured with every professional course like B.Tech./ BE/ BBA/Diploma/ B. Pharma/B. Arch/ B. Voc/ PGDM/ M.Tech./ MBA
Curriculum:

- **Industry-Government-Academic Linkages**: Experts from Industry and Government must agree while designing the Program Architecture. The Academic Advisory Committee should have representation from Industry and Government as well as academia.

- **Idea Lab to Nation's Idea Lab**: A Business Idea Lab should be set up at every campus to pool the business ideas of students, test their feasibility and compile and file the IPR. The Business Idea Lab can be run by third-year students who have one year left with the Institutions.

- **MOOC**: A student must enroll for at least one MOOC related to 'Startup Management and Entrepreneurship'. MOOCs are being offered by IITs and several renowned Institutions in the
Curriculum:

- **Flexibility in adopting indigenous technology and knowledge:** Institutions should have the flexibility to adopt up to 25-30 percent of indigenous technological knowledge into the course curriculum.

- **Summer/Winter Internship:** Students opting for 'Start-up: Launching and Sustaining' specialization could be placed in Financial Institutions financial management and gain ideas about the extent of support available to start-up entrepreneurs and youth.
Pedagogy and Experiential Learning

- It refers to specific methods and teaching practices (as an academic subject or theoretical concept) which would be applied for students working on start-ups.

- The experiential learning method will be used for teaching 'start-up related concepts and contents' to introduce a positive influence on the thought processes of students.

- Courses like 'business idea generation' and 'soft skills for start-ups' would demand experiential learning rather than traditional class room lecturing.

- Business cases and teaching cases will be used to discuss practical business situations that can help students to arrive at a decision while facing business dilemmas.
On Campus–Off Campus: Course on 'Start-up: Launching and Sustaining' should be discussed inside the class room as well as through Off-Campus sites. Students should be motivated and supported to make visits based on their business ideas and learn about individual market practices. The tasks to be completed by students outside the classroom must be incentivized by suitable credits in accordance with the course structure.

Entrepreneur-on Campus (both successful and failed): In addition to the regular classes and assignments, entrepreneurs or start-up entrepreneurs (both successful and failed) should be invited on campus to live with the students and mentor /guide them for their start-ups. The successful entrepreneur will teach his experience
**Pedagogy**

- *Angels and Venture Capitalists in Classrooms*: A student pursuing a start-up as a career needs to know the details of the funding mechanism of start-ups. It is advisable to invite Business Angels and VCs as part-time course instructors. The practical knowledge and rich insights provided by these experts would help students during the financial planning of their start-ups.

- *Workshops*: Students who aim to start a business venture must be well trained and have the support from practitioners and market experts. This will help them find a business opportunity and refine their initial raw ideas with the right perspective. Hence, a set of workshops are required to be scheduled like Opportunity Sensing and Business Ideation, Raw Idea to Viable Business Idea, Technology Commercialization and B-plan Preparation.
**Pedagogy**

- **Start-up Fest:** To bolster the Start-up Eco-system in India, the Government has proposed to introduce Start-up fests at national and international levels. This initiative of Government should be connected and extended to academic campuses. Such fests would serve as an ideal platform for Student Start-ups to showcase their ideas and work with a larger audience comprised of potential investors, mentors and fellow start-ups.

- **Elevator-Pitch:** Short orientation programmes on, 'how to pitch business ideas for funding' are also essential for start-ups. These can be conducted on campuses by faculty/trainers.

- **Short-Films:** Shorts films of 2-3 minutes can be made about several related aspects of venture planning, start-up launching, financing, elevator pitch, negotiating with customers etc. to give an idea and start discussions among the students who are conceptualizing start-ups.
Pedagogy

**Dissemination of Govt. Policies and Programmes for Start-up and Entrepreneurship:** Awareness of Generation Programmes are needed to make students aware of government initiatives such as Skill-India, Smart-Cities, Swacch Bharat, Make-in-India and several other related offers from banking and financial institutions. Through such interventions, efforts can be made to offer a supportive and knowledge-driven environment for potential student entrepreneurs, which is a prerequisite for start-ups.

**Development of Student Start-up Manual:** Academic Institutions can develop manuals on 'Business Ideation to Launch a Business Start-ups'. These manuals will help faculty and trainers as they guide their students effectively.

**Course Load and Subjects of Study:** For students who opt/register for the 'Start-up: Launching and Sustaining' program, the expected course load is approximately 40 hours per week (in class and outside the class) which is equivalent to the industry average of working hours per week (8 hours per day * 5 working days). This is higher than the contact classes of 30 hours per week in other
Pedagogy

- **Course Flexibility**: Normal semesters are 20 weeks in duration and tri-semesters are 12 weeks in duration.

- There are 8 academic semesters for the UG level while 4 semesters or 6 trimesters for the PG level are needed for covering about 170–200 course credits.

- Students opting for the 'Start-up: Launching and Sustaining' program have the flexibility to create 'graduation outcomes' within 4/2 years of registering under the 'Start-up: Launching and Sustaining' program. The Graduation Outcome will be set by Universities or Autonomous Institutions based on their degree award systems.
Mentoring, Incubation and Acceleration:

- **Web-portal for Mentoring of Start-ups**: A high-quality interactive web-portal will be provided by AICTE to academic institutions along with a list of approved mentors. Start-ups can then identify mentors, interact with them and gain guidance. The web-portal will also have a database of subject matter specialists, researchers, faculty and trainers.
Mentoring, Incubation and Acceleration

**Pre-Incubation Planning**: It is very important to primarily identify which ideas can successfully go through the incubation process. This phase of pre-incubation can prepare student entrepreneurs for the incubation phase by providing them prerequisite skills and knowledge that will help them validate and assess their ideas as well as define their business models in detail. In the pre-incubation planning phase, the following activities are to be performed:

- **Basic Idea Testing**: Student idea needs to be tested before applying for incubation. Academic Institutions must ensure pre-incubation qualification of a student's business idea.

- **Promoters Details**: Relevant details of promoters are required to be validated before allowing start-ups to enter the incubation process.

- **Registration of Start-up**: The Student Start-up needs to be registered under a form of business entity like
Mentoring, Incubation and Acceleration

- **Admission to Incubator/Co-working Space:** Admission into a start-up incubation/co-working space programme of any TBI (approved by GoI) is permissible.

- **Acceleration of Start-ups:** On the lines of the ‘10,000 startups’ programme by National Association of Software & Services Companies (NASSCOM), a national level acceleration programme could be designed to benefit students of AICTE approved/affiliated Institutions. Through this programme, 50 selected start-ups may get Angel Funds of up-to 25 Lakhs annually. Private investors may also be used.

- **Handbook on Pre-incubation Activities:** A Handbook on Preincubation activities will be developed by AICTE for faculty/trainers and consultants, who would be involved in developing and teaching start-ups on campuses. The handbook will be provided on the web-portal where students, mentors and teachers can view.
Evaluation and Assessment:

- **Milestone based Continuing Internal Evaluation (CIE) for 'Start-up: Launching and Sustaining' Programme:**
  - Institutions or TBI admitting student teams must have a method for continuous and milestone based internal evaluation of key learning or milestones that the start-up has attained.
  - Such evaluation must be recorded for audit purposes (only for malpractice/falsification of data detected at a later stage).
Evaluation and Assessment:

- *Growth Based Evaluation (GBE) for 'Start-up: Launching and Sustaining' Programme:*

  - Institutions/Entrepreneurship Development Cells (EDCs)/Incubators who are admitting start-ups should follow a Progress Based Evaluation system wherein the Start-ups are measured across the key start-up growth stages like Idea, Rapid-Prototype, Customer Validation, Efficiency of Acquiring Customers and Scaling Stages.

  - This evaluation of growth in stages must be recorded for audit purposes (only for malpractice/falsification of data detected at a later stage).
Evaluation and Assessment:

**Graduation Outcomes for Award of Degree:** To qualify for an Award of Degree in the 'Start-up: Launching and Sustaining' programme, the student should have the minimum desired CGPA in courses where written examination is compulsory. However, those opting for the 'Start-up: Launching and Sustaining' programme will also have to fulfill two out of the following five measurable outcomes:

- **Funding:** Student Start-up should acquire at least 1-5 Lakhs INR of start-up funding as capital/convertible equity or other similar equity instruments used in start-up investments.

- **Employment Created:** At least 5 additional jobs, (other than student founders) with a minimum of 15,000 CTC/employee paid for one full year, should be created by the student start-up.
Evaluation and Assessment:

- *Revenues Generated:* At least 5 Lakhs INR of Cumulative revenues should be generated by the student start-up as per Audited Profit and Loss Statements.

- *Surplus Generated:* At least 5 Lakhs INR of Cumulative surpluses should be generated by the student start-up as per Audited Profit and Loss Statements

- *Patent Application or Granted:* The student start-up should have applied for registration of One Indian or International Patent OR such patent should be granted to the start-up.
Evaluation and Assessment:

- Students who achieve the above outcomes should submit a form through the College to the Institution/University for Grant of Degree along with a Graduation Outcome Achieved Letter from the Incubator which clearly mentions the Name of the Start-up, Name of its Founders and the Graduation Outcome achieved along with the related details.

*Calculating CGPA for Students in the 'Start-up: Launching and Sustaining' Programme:*

- For students who have registered for only the 'Start-up: Launching and Sustaining'
Evaluation and Assessment

- It would be mentioned in the Academic Transcript that the student has graduated through the 'Start-up: Launching and Sustaining' Graduation Programme.

- **Fallback to Academic Scheme:** Students who join only the 'Start-up: Launching and Sustaining' stream and are either unable to meet the requisite graduation outcomes or unable to continue for any reason can opt to fall back into the academic stream through the regular registration of the University.
Other Start-up Initiatives

- The Government of India has announced 'Startup India' initiative for creating a conducive environment for startups in India. The startup Policy announced by the Prime Minister on 16th January, 2016 has intended to build a strong ecosystem for nurturing innovations and Startups in the country.

- This initiative will drive sustainable economic growth and will also create large scale employment opportunities. The various Ministries of the Government of India have initiated a number of activities for the purpose.

- To bring uniformity in the identified enterprises, Ministry of Commerce and
Other Start-up Initiatives

- Start-up and Innovation Initiatives of few Ministries/Departments:
- DST: Technology Business Incubators (TBI) The need for instruments such as TBI has been recognised the world over for initiating technology led and knowledge driven enterprises. Studies also show that such mechanisms help not only in the growth of technology based new enterprises but also in improving their survival rate substantially (from 30 per cent to over 70 per cent). TBIs also facilitate speedy commercialisation of research outputs.

- The TBIs usually provide following types of services:-
  - Market survey/ marketing assistance
  - Business planning and training
  - Organizing management/ technical visits
Other Start-up Initiatives

- Information dissemination on Product ideas/technologies
- Syndicating finances
- Arranging legal and IPR services
- Using facilities of the Host Institute (HI) at nominal charges
- Work space for a limited period
- Common facilities of TBI such as communication, conference, computers

Thus, the TBIs besides providing a host of services to new enterprises (and also to existing SMEs in the region) also facilitate an atmosphere on genial for their survival and growth. The essential feature of a TBI is that the tenant companies leave the incubator within 3-5 years.
Other Start-up Initiatives

- **Criteria for selection of location**
- Ideally a TBI should be located near a source of technology and knowledge i.e. around R&D Institutions/Academic Institutions or it should have strong links with such institutions to ensure optimal use of the already existing expertise and facilities thus keeping the cost of the TBI on lower side. Locating TBIs in such location could also reduce time lag between technology development and its commercialisation.
- Further, as the success of a TBI largely depends on its location and management besides quality of tenant enterprises, following aspects relating to the Host Institution (HI) need to be kept in view while selecting location of the TBI:
Other Start-up Initiatives

- R&D track record and subsequent commercialisation of R&D output
- Dedicated team of R&D persons
- Industrial milieu in the region
- Proximity to other R&D/academic institutions
- Infrastructure, facilities and expertise available
- Strong commitment and willingness of the HI
Other Start-up Initiatives

Thrust Areas

- Each TBI would focus on not more than 2–3 thrust areas.

- The thrust areas for a TBI would be identified based on the following:
  
  - Expertise and facilities available in the HI
  - Track record of the HI in the chosen areas
  - Industrial climate in the region
  - Market potential/demand in the region
To begin with, TBIs are proposed to be promoted in following selected thrust areas which have potential for faster growth:

- Information & Communication Technology (ICT)/Internet of Things (IOT)
- Healthcare
- Manufacturing
- Agriculture and allied fields
- Clean-Tech
- Energy
- Water
- Services
Other Start-up Initiatives

- NITI Aayog – Atal Innovation Mission (AIM)

Objective

Atal Innovation Mission (AIM) including Self-Employment and Talent Utilization (SETU) is Government of India's endeavour to promote a culture of innovation and entrepreneurship. Its objective is to serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, Start-up businesses and other self-employment activities, particularly in technology driven areas.

The Atal Innovation Mission shall have two core functions:

- Entrepreneurship promotion through Self-Employment and Talent Utilization, wherein innovators would be supported and mentored to become successful entrepreneurs.
Other Start-up Initiatives

- **MeitY : Technology Incubation and Development of Entrepreneurs** –

  - Ministry of Electronics and Information Technology (MeitY) is implementing a scheme titled Technology Incubation and Development of Entrepreneurs (TIDE).
  
  - Initially launched in 2008 the scheme has been revised and extended till March 2017.

  - As per the scheme provision, 27 centres are
Other Start-up Initiatives

- Broad Objectives
  - Promote product oriented research and development
  - Encourage and accelerate development of indigenous products and packages
  - Bridge the gap between R&D and commercialisation
  - Facilitate entrepreneurial training and IPR facilitation
  - Promote involvement of faculty in start-up activities
  - Ensure interaction between industry
  - Alignment of education with market demands
Sanjay Inamdar, a first generation entrepreneur and grass-root innovator from Maharashtra, has been made the chairman of a committee to support students of technical institutes start their own company.

The panel set up by the Centre seeks to boost Prime Minister Narendra Modi’s “Start Up India, Stand up India” programme.

Kochi start-up village chairman Sanjay Vijayakumar, who played a key role in setting up India’s first technology business incubator on the PPP model in Kerala, has been appointed members in the five-member panel.
Start-Up India in Engineering Colleges

The committee, headed by Inamdar, will evaluate:

- The start-up proposals to be coming from the students and approve them in close coordination with the Niti Ayog, department of science and technology, department of industrial policy and promotion and the state governments concerned.

- The panel will work out a plan for a time-bound execution of pedagogic interventions for students to enable them think of undertaking start-up projects.

- It will also make efforts to help technical institutes “fine tune” their pre-incubation model so that their students’ projects can take off without any glitches.
Indian States With Start-Up Policies

- Few State Governments have also taken initiatives and launched start-ups policies for their states. A few of these states include

- **West Bengal**:
  
  West Bengal launched its policies relating to start-ups in January 2016. It aims to nurture and help start-ups in various ways. They have launched a website by the name of startupbengal.in in an effort to get all the stakeholders in that community on a single platform. With this initiative, communication between start-ups, investors, service providers etc is expected to become easier and smoother. These policies will be in effect until December 2021.

- **Uttar Pradesh**:
  
  The Government in this State is working to get more IT investment into the state and promoting upcoming start-ups in this particular field itself. They plan to do this by setting up IT parks and cities and provide world class facilities across the state. These policies came into effect fairly recently and...
Indian States With Start-Up Policies

- Karnataka:
  Karnataka has a setup a 5-year plan with very specific goals and targets which they hope to achieve by the end of the plan. They want to have at least 25 technology related start-ups that aim to solve the social problems faced by the state along with this, they want around 2000 start-ups focused just on technology and 600 start-ups based on products. With their policies, they are aiming to create around 18 lakh jobs in the state itself.

- Gujarat:
  They have a threefold strategy which involves the innovators, the Institutions, and the government committee. These three form a chain, wherein the innovators come up with the idea which will be facilitated by the institutions and then approved and financed by the government committee.
Indian States With Start-Up Policies

- **Jharkhand:**

  Jharkhand is the most recent entrant in Indian states with start-up policy. The state government has facilitated $1.5 Mn (INR 10 Cr) for Innovation and Incubation Centres in different parts of the state. An innovation lab would also be set up with the help of IIM Ahmedabad. With this start-up policy initiative, the state government aims to encourage the start-ups in the sectors like Information Technology, Health, Tourism, Agriculture, Biotechnology, and alternative energy.
Conclusion

- With the launch of this policy, the tech start-up scene is going to become more competitive in India!

- This policy will support the ecosystem of entrepreneurship all along opening the doors to ample of new opportunities which would be available to the students through different government’s programmes.

- The policy will also work to promote strong inter-institutional partnerships between different institutions so that they can work together to guide and groom their students toward entrepreneurship and innovation.

- At this point in time, National Student Start-up policy is significant in channelizing youth to