

**Urgent**

From

Director General Higher Education,  
Haryana, Panchkula.

To

1. The Vice- Chancellors of all State Universities(as per list enclosed)
2. All Principals of Government Colleges in the State of Haryana
3. All Principals of Government Aided Private Colleges in the State of Haryana.

Memo No. ~~29/05~~-2018 CO(1)  
Dated Panchkula the 27.04.2018

**Subject: - Regarding setting up of Entrepreneurship Development Clubs in Colleges and Universities.**

Kindly refer to the subject cited above.

In line with the vision of the State Government for promoting entrepreneurship and to make our Yuva Saksham, the Department of Higher Education has formulated a scheme/policy for setting up of Entrepreneurship Development Clubs in HEIs.

Detailed Scheme document is enclosed alongwith this letter. You are requested to take immediate necessary action and set up Entrepreneurship Development Clubs in your institutions under intimation to this office.

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Deputy Director Co-ordination  
for Director General Higher Education,  
Haryana, Panchkula

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Dated, Panchkula the 27.04.2018

A copy is forwarded to the following for information:-

1. PS/Additional Chief Secretary to Govt. Haryana, Higher Education Department, Chandigarh.
2. PS/Additional Chief Secretary to Govt. Haryana, Electronics and IT Department, Chandigarh
3. PA/Director General, Higher Education, Haryana, Panchkula.
4. All Headquarter Officers.

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Deputy Director Co-ordination  
for Director General Higher Education,  
Haryana, Panchkula

Policy/Scheme document for setting up of Entrepreneurship Development Clubs in Colleges and Universities.

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.

In perusing this mission, the ability to reformulate the traditional model of economic growth is essential, so that available knowledge, technology, entrepreneurship and innovation can be synthesized towards new products and services. Job creation for skilled youth is also a major challenge before the nation. Entrepreneurship based on innovation has immense growth potential to address the challenge of job creation. Entrepreneurship is increasingly recognized as an important driver of economic growth in India. This is evident from the importance placed by the Government of India on Entrepreneurship through its flagship schemes viz., "**Make in India**", "**Start-up India**", "**Stand-up India**", "**PM-Yuva**".

However, the number of local entrepreneurs emerging every year in India is very low. The Global Innovation Index 2017 ranks India at 60 out of 130 countries (GII rank issued by world Intellectual Property Organization, UN body). 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 Higher Education, Government of Haryana proposes to formulate a scheme to establish "Entrepreneurship Development Clubs (EDC)" within the existing placement centres in all the Government, Government aided colleges and Universities 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 scheme would be to foster entrepreneurship amongst the students of the state for generation of employment opportunities and creation of wealth.

The Entrepreneurship development clubs will be set up within the existing placement centres in all the higher educational institutions in the State. This would be a part of the Department of Higher Education, Govt. of Haryana's drive to encourage innovation and entrepreneurship in the state. Through these EDCs, the Department of Higher 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 Development Clubs would also facilitate campus-industry linkage on the higher education Institutes of the state.

### **Vision**

The vision of the EDCs would be to "develop in-house institutional mechanisms in the Higher Education Institutes of the state to create entrepreneurial culture among the stakeholders and foster innovation and entrepreneurship amongst the students and the society at large

### **Objectives**

The key objectives of Entrepreneurship Development 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.

### **Implementing Agency**

The Department of Higher Education, Haryana would be the nodal agency for this scheme while the Vice Chancellors and Principals would be the implementing agencies at the institutional level for the scheme.

### **Scope and Functions of the Scheme**

- The scheme will be implemented in all Universities, Government, Government aided degree colleges of the state.
- Implementation of the action points as detailed in the State or Central Startup policy ([haryanait.gov.in](http://haryanait.gov.in), [startuphry.in](http://startuphry.in), [startupindia.gov.in](http://startupindia.gov.in))
- The EDCs 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 EDC will be enrolled as members.
- The EDCs would act as small incubators located within the colleges, 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.

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- Coordination with Knowledge Warehouse, in Gurugram, setup by Govt of Haryana in collaboration with Nasscom and Centre of Excellence at Govt College, Sector 1, Panchkula
- It will promote and coordinate entrepreneurial activities in respective colleges and help the students to transform their ideas into enterprises along with their academic programmes.
- The EDC'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 EDCs, a student can engage in various entrepreneurial related activities, including ideathons, hackathons, business modelling sessions, meet-the-mentor sessions and so on.
- To inspire the youngsters, the Department of Higher Education, Haryana would also conduct regular ideathons, wherein the best ideas would be given cash prizes, which can be used by the students as their initial financial support for their start-up journey. The long term vision of the EDCs would be to serve as a pipeline to the start-ups in the state.
- To organize Entrepreneurship Awareness Camps, Entrepreneurship Development Programmes, Faculty Development Programmes and Skill Development Programmes in the colleges of the state.
- Organise 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
- Organise industrial visits to business enterprises within /outside State.
- 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

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- Assist in designing entrepreneurship focused MOOCs and Learning and Development modules for colleges/universities
- 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/ universities and various centres across the State to promote innovation and entrepreneurship
- Assistance in organising Startup focused events including workshops, awards, networking, pitching sessions within Startup community

### **Structure of the EDC**

- 01 faculty coordinator (preferably from business studies or commerce).
- 01 Placement In Charge
- 04 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 Placement Cell Scheme for EDC by the in Government College. The Universities and Aided Colleges shall meet all expenses for the setting up of EDCs from their own resources. 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

### **Guidelines for the Activities of EDC**

#### **1.1 Managing EDCs**

- 1 EDCs and Start up wing will liaison with various central and State Govt agencies industry associations) for the implementation of schemes and policies. A handbook consisting initiatives in entrepreneurship, related guidelines and policies will be prepared and shared by Head office

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- 2 Each EDC will propose thrust area ( such as Mobile and Information Technology, Internet of things, e-commerce, Electronics design/VLSI design, Any innovative ideas/technologies in IT & Electronics sector, Agriculture, Education, personal/health care, horticulture and others)
- 3 Run the affairs of the EDC in the most prudent and professional manner
- 4 Offer students the necessary counseling for the meaningful implementation of their ideas;
- 5 Maintain disciplined environment and attendance;
- 6 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);
- 7 Provide legal, administrative, and marketing consultation support;
- 8 Provide opportunities to the students to participate in relevant exhibitions, conferences and events;
- 9 Provide access of venture capitalists/angel investors for enabling access to private equity funds to the students, wherever possible;
- 10 Explore investment opportunities, induction of seed money through potential venture capitalist and investors for projects completed and ready for commercialization;
- 11 Create an online library including recording of all the workshops/guest speaker session conducted in EDC

### **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 EDC takes up to develop connections to resources that students may not be able to have access to otherwise. The EDC Management shall strive to establish linkages especially with the demand side and investors

### **1.3 Counseling and Mentoring Support**

The EDCs 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 repute and potential to leverage the students' commercialization potential.

The EDC 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**

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

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