



## **Sanskriti University Business Incubation Center**

# **ACTION PLAN FOR IMPLEMENTATION OF INNOVATION AND STARTUP POLICY**

**Sanskriti University Business Incubation Center  
28Km Stone, Mathura-Delhi Highway, Chhata, Mathura-281401,  
Uttar Pradesh, INDIA**

## **Objectives**

- To create and foster a University wide ecosystem for new ideas to flourish.
- To provide orientation to innovators and nascent entrepreneurs towards business basics/management of business enterprises including help in the preparation of the business plan, and consultancy (technical, legal, financial) as well as technology support services, quality assurance, marketing assistance, and Intellectual Property Rights (IPR) issues.
- To provide support for conversion of the innovative idea of students, faculty, staff and researchers to ventures that address the problems in society with special focus on less developed regions.
- To provide the infrastructure and incentives for generating interest among the students, staff, faculty and researchers to engage in innovative pursuits and product development for facilitating commercialization.
- To support innovative knowledge-based venture creation within the University and outside also.

# Action Plan

## A. To develop the spirit of innovation and entrepreneurship amongst students, Faculty and staff of the University.

Sr. No	Activities to be conducted	Number/ Days
1	Innovation and Entrepreneurship Awareness Sessions	6/ 6
2	Entrepreneurship Boot camp	2/12
3	Impact Lecture with Entrepreneurs and Innovators	6/6
4	FDP on Entrepreneurship	1/ 7
5	Exposure trip to incubators/ accelerators	1/2
6	Entrepreneurship Week	1/ 7

## B. Identify and Develop Innovative ideas

S. No.	Activities to be conducted	Numbers/ Days
1	Workshop on Design thinking for Innovation	1/1
2	The Big Shot- Idea Pitching Competition	6 / 6
3	Workshop on IPR	4/4
4	Workshop on stage gate process of Innovation	1/1
5	Innovative Project demo Day	2/2
6	Workshop on Business Model canvas	2/2
7	Business Plan competition	4/4
8	Workshop Legal Compliance for Startups	2/2
9	Workshop on preparing an effective pitch deck and mock investor pitching session	2/2
10	Webinar on Raising funds for Business	2/2

## C. To Promote Industry-University Interaction

Sr.No	Activities to be conducted	Number/Days
1	Entrepreneurship/ Business Conclave in collaboration with industry association/chamber of commerce	1/1
2	Mentoring session with Industry experts	2/2
3	Webinar session with Promoters and senior management from Industry	4/4

### Evaluation step for the progress and impact of policy by setting up Key Performance Indicators(KPIs)

For the Innovation cum Start-up policy implementation at the **Sanskriti University Business Incubation Center** tracking keyperformance indicators (KPIs) or measures is critical. Without them, it's difficult to assess the progress toward the goals. We have identified four categories under which the activities will be measured. They are listed below

1. **Timeliness:** It will ensure that the activity is done on time—and if it's not, tracking where it's offtarget is important so you can always have an estimated completion date.
2. **Budget:** It will ensure to organized activities in the allocated budget or are they exceeding costs?
3. **Quality:** How well has the project progressed and the feedback of stakeholders?
4. **Effectiveness:** it will ensure that the resources are utilized appropriately and provide the intended outcome.

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