

Devbhoomi Udyamita Yojana

Promoting Entrepreneurship in Educational Campuses
at Uttarakhand



Supported by:

**Department of
Higher Education
Govt. of Uttarakhand**



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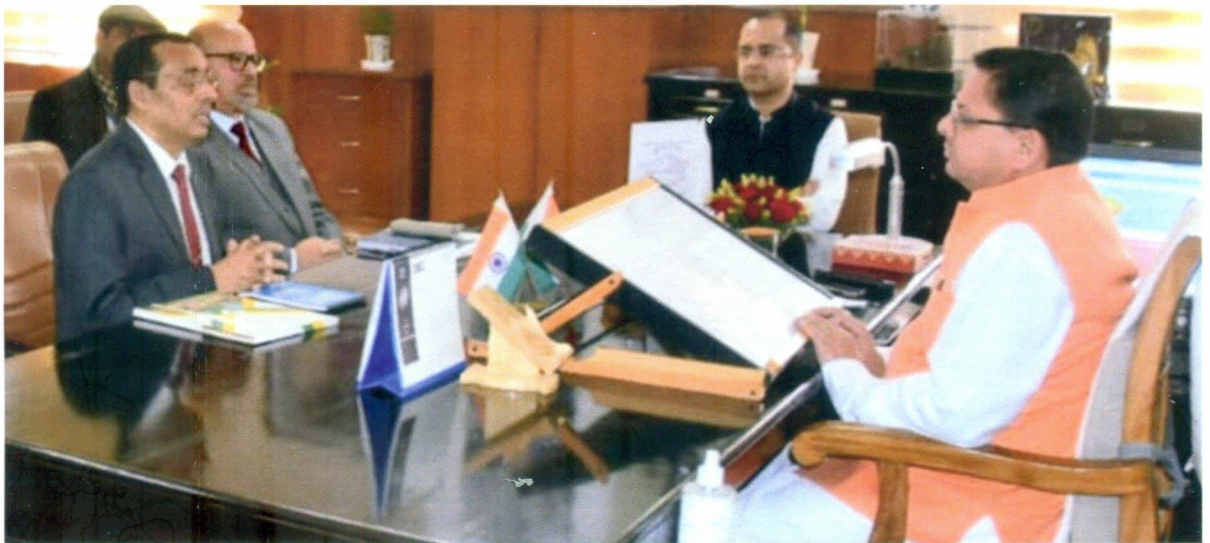
**Entrepreneurship
Development
Institute of India
Ahmedabad**

Formed on 9th November 2000 as the 27th State of India, Uttarakhand is beautifully nestled on the foothills of the Himalayan mountain ranges. The state's diverse topography enfolding snow covered peaks, canyons, glaciers, lakes and dusty plains make it the nation's pride. Home to some of the distinguished shrines and temples, Uttarakhand beckons people from around the country and even the globe. The state holds potential galore, primarily in the sectors of agriculture, horticulture, floriculture, food processing, handicrafts and handloom, tourism and forestry. There is immense scope for leveraging the benefits that the state showcases through a string of development interventions, leading to a congenial entrepreneurial ecosystem that reaps multiple rewards.

PROMOTING YOUTH ENTREPRENEURSHIP IN UTTARAKHAND...

India is at an interesting point of economic growth and demographic dividend. For its young population, the country needs to carve a framework that keeps the young gainfully engaged. Entrepreneurship, as a discipline, can be adopted as an integrated model for growth. Uttarakhand with a literacy rate of 79.63 %, stands at an advantageous position to imbibe learning, competencies and skills required for creating new ventures. Students need to be trained in the discipline of entrepreneurship.

The environmental factors, political climate, legal structure, market positioning, social and economic scenario, are all in sync in Uttarakhand, presenting a unique transformative opportunity to ensure sustained prosperity. Entrepreneurship, as a development tool, has proven to deliver inclusive growth, sustainable development and optimal harnessing of resources. Given its experience, EDII is committed to strengthening the State's economy by promoting skill driven growth and development.



Devbhoomi Udyamita Yojana, as envisioned by Honorable Chief Minister of Uttarakhand, Shri Pushkar Dhami targets New Enterprise Creation through Youth Entrepreneurship.

Hon'ble Chief Minister and Shri Shailesh Bagouli, Principal Secretary, Higher Education, Govt. of Uttarakhand in discussion with Dr. Sunil Shukla, Director General, EDII, on the way forward.

There is already a growing awareness among students, academia, policy makers and industry about startups and the country's emphasis on promoting the discipline. Entrepreneurship has gained acceptance as an academic discipline that can be taught through well-conceived training interventions. While entrepreneurship is gaining recognition and the ecosystem is strengthening, given the competitive advantages of Uttarakhand, there still remains scope for introducing measures that can elevate the frequency of entrepreneurial feats.

It is important, to tap the potential avenues of progress by training, skilling and counselling the State's youth brigade, in entrepreneurship. While this will help capitalize on the State's advantages, it will specifically ensure New Enterprise Creation, sustainability and growth amidst a conducive entrepreneurial ecosystem. The effort will also showcase the State as a suitable start up destination, thus encouraging an inflow of investment.

DEVBHOO MI UDYAMITA YOJANA

VISION

To strengthen entrepreneurship development and Startup creation mission on educational campuses, rural areas and among the disadvantaged and the marginalised through holistic and strategic interventions.

OBJECTIVE

The key mandate is to introduce entrepreneurship and its benefits to young women and men, within and outside academic establishments and centres of excellence, thus motivating them to consider self-employment and entrepreneurship as a preferred career option. The Programme would also develop youths to understand MSMEs and their dynamics. The benefits of this programme would be visible in terms of New Enterprise Creation, employment generation, inclusive & balanced growth, raised economic standards and significant contribution of the State to GDP. Enterprise Creation, employment generation, inclusive & balanced growth, raised economic standards and significant contribution of the State to GDP. The specific objectives are to:

- ▶ sensitize Vice-Chancellors, Principals, & Govt. Officials and create a climate for Entrepreneurship and implementation of New Education Policy (NEP) 2020
- ▶ conduct research and develop knowledge products
- ▶ orient students through boot camps
- ▶ aggrandise the tourism sector as the key driver of growth and support entrepreneurs from the sector
- ▶ establish 'Centres of Excellence' in different institutions of Higher learning
- ▶ explore support from officers originating from the state and occupying high offices in government departments and corporates.
- ▶ organise Mega Startup Events, MSME and Startup Exhibitions and International Conferences for Higher Learning Institutions.

TARGET

Students at academic establishments

Youths exploring livelihood opportunities

Marginalised and the differently abled

Potential Areas:



Agriculture & Forest produce



Resources & Power



Handicrafts



Manufacturing Services



Angora Wool

PLAN OF ACTION

With the objective of creating Youth Entrepreneurs who can build enterprises and provide job opportunities to fellow citizens, EDII will work towards Building Entrepreneurial Mindset, Imparting Soft Skills and Opportunity Identification Skills and, subsequently assist in Business Plan Formulation, Small Business Management & Enterprise Launching through a series of interventions.



1 Bootcamps to Business Plan Creation at Institution Level

The Institute will organise 2-day Boot Camps on Startup Entrepreneurship, at college campuses to sensitise students about Entrepreneurship Career and Startup Opportunities. Students will be encouraged to identify a Business Idea and pursue them. Key highlights under this domain will include:

- Student Business Plan Creation and Submission
- Business Plan Refinement and Evaluation

40 Boot Camps will be organised to impact 10000 students

2 Sensitization Workshops for Vice-Chancellors, Principals & Govt. Officials

One-day workshop on 'Devbhoomi Udyamita Yojana' will sensitise Higher Education Department Officials and Academicians on the objectives and the mandates. The need for the intervention will be established in addition to deliberating and brain storming on establishing the relevance of the Yojana in the context of New Education Policy (NEP) 2020 and improving the 'Startup India State Ranking' through various result oriented activities.



- Campuses in Uttarakhand will start playing a major role in building a conducive Entrepreneurship Ecosystem leading to improvements in State's Performance in Startup India State Ranking
- NEP 2020 will be implemented across the state
- Teaching pedagogy will undergo significant alterations to become skill based. It will get oriented towards building entrepreneurial mindsets



On 7th December, 2022: Department of Higher Education, Govt. of Uttarakhand signed an MoU with EDII in a state event Chaired by Shri Pushkar Dhami, Hon'ble Chief Minister and Co-Chaired by Dr. Dhan Singh Rawat, Hon'ble Minister of Higher Education, Govt. of Uttarakhand. The event was also attended by all the Vice-Chancellors of the state and esteemed Secretaries, Directors, Principals and Professors.



3 Startup Entrepreneurship Faculty Mentor Development Programme

Every year, a cadre of 90 faculty members, representing 13 districts, 35 Universities, and degree colleges will be instituted to mentor and train emerging entrepreneurs through various programmes, on topics including; Business Ideation, Opportunity Sensing, Support System and Legal Aspects of Entrepreneurship, Funding and other Supports, Startup Management, Teaching Pedagogies and models, Startup Incubation process, Incubation Centre: Operations and management, & Idea generation from students – teaching strategy.

- A Region-wise & theme-wise, cohort of 350 mentors will be created over 5 years
- Region-wise startup opportunities will be identified and documented

4 Project Profiles on Emerging Startup Opportunities

Emerging Startup and entrepreneurship opportunities will be scouted from every region in the State for documentation. Project Profiles will be developed and shared among institutions and aspiring entrepreneurs.

- 100 Profiles will be developed yearly
- 350 projects will be developed covering Startup and MSME Business Opportunities

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Mega Startup Event and Seed funding to Student Startups

This intervention will comprise State level events, investor presentations and seed fund distribution to student startups.

State level event will be organised for selected startups having submitted their business plans. They will be invited to showcase their Business Models and Plans. Collaborations among existing entrepreneurs and startups will also be encouraged.

Investor Presentations will witness investors presenting their investment plans. Venture Financing Companies will also be invited to explore opportunities for setting up of venture-funds in Uttarakhand.

Seed fund Distribution to Student Startups has been envisioned to support selected startups. These startups will be mentored and handheld for launching their enterprises.

The entire activity will promote an understanding about startups, motivate potential entrepreneurs and attract direct investors to find startups of their interest.

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Associations & Collaborations with Centres of Excellence

EDII team will identify 20 leading institutions of the state, specialising in a particular sector or theme would be developed as CoE. Institutes operating in functional fields such as: AYUSH, Herbal Medicine, Organic farming, Tourism, Agri-Food Processing, Heritage Management, Electronics and Communication, and Artificial Intelligence/Machine Learning/Robotics etc. will be shortlisted and groomed for hosting and supporting Startups and MSME Entrepreneurs.

In an highly conducive ecosystem, the innovation index will reign high and the state will thus become a much sought after destination for investors.

Also, youths, outside academic framework, will be invited to undergo the selection process and participate in the Programme at the selected establishment, information about which would be timely shared with the participants.

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Devbhoomi Udyamita Yojana for Youth Under Higher Education Department

Under the intervention, entrepreneurship development programmes of two weeks each would be conducted across the state, training and mentoring selected youth to set up enterprises. The emerging enterprises would be handheld for a year. Beneficiaries, between 18 to 45 years, would be selected through an entrepreneurship mapping test. They would be imparted information and training on multiple aspects of setting up and managing a business, financial literacy, operations, networking and marketing etc.



During interaction with Dr. Dhan Singh Rawat, Hon'ble Minister of Higher Education, Uttarakhand.

- About 3000 Youths (who are not part of the formal education system currently) will be trained every year under this Yojana
- In Five Years, about 15000 Youths will be trained who will establish at least 9000 enterprises and create 36000 jobs

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Accentuating the Startup Ecosystem Development: Research, Documentation and Training

Startup Vision Document and a Coffee Table Book will be developed and circulated for motivating more and more people to take up entrepreneurship.

Incubator Manager Development Programmes

These State Level Incubator Manager Development Programmes will focus on scouting emerging Startups from campuses; developing a pool of Business Mentors, both from within and outside the state.

Technology Business Incubator

EDII will set up a Technology Business Incubator on selected campuses so that young innovators and ideators get a launch pad to bring their unique innovations and ideas before people. Technology business incubator will serve as a platform to nurture their ideas, handhold them, sharpen their business acumen and lay before them a sorted path to tread. In addition to incubating the idea, the TBI will guide them on all relevant business aspects, including Intellectual Property Rights, latest technology suitable to the environ of Uttarakhand (relating to agriculture, aquaculture, food processing etc.), investment linkages etc.

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Vocational and Entrepreneurship Courses as Per the New Education Policy (NEP) 2020

As per the New Education Policy (NEP) 2020, EDII will develop application-oriented Short-Term Courses on Vocational Themes and Entrepreneurship. The courses, duly approved, will be designed and offered as a part of university curriculum.

The New Education Policy (NEP) 2020 emphasizes that education must move towards more experiential learning to create positive outcomes. It propagates education to nurture creativity, innovation, risk-taking ability, critical thinking, problem-solving abilities, teamwork, communication skills, in-depth learning of curricula across fields at all levels. Given this, entrepreneurship education needs to be integrated in a more holistic way in the mainstream curriculum, especially at higher learning institutions.

POLICY ADVOCACY

Identification of a problem and addressing it through a policy framework involves multiple factors. EDII will also, on a continuous basis, research, analyse and understand the challenges, and address it through suggestions on policy formulation, directives, regulations, provision of resources and involvement of stakeholders through collaborations and associations. EDII's Activities will be aligned with the prominent state and national schemes, policies and programmes on Entrepreneurship Promotion, for optimum impact and results.

OTHER DEVELOPMENTAL INITIATIVES

Art & Craft and Tourism-Based Entrepreneurship Development Projects

Entrepreneurship and Livelihood Initiatives for Scheduled Caste, Scheduled Tribes, Divyang and Transgenders

Women Entrepreneurship Development Projects

School Entrepreneurship Programmes

Networking with noted achievers, administrators and Entrepreneurs of the region to inspire others to follow suit

ABOUT THE INSTITUTE

The Entrepreneurship Development Institute of India (EDII), Ahmedabad was set up in 1983 as an autonomous and not for-profit Institute with support of apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII Campus. EDII has been recognized as the 'Centre of Excellence' by the Ministry of Skill Development and Entrepreneurship, Govt. of India. The Institute has also been positioned in the band of 11-50 under Innovation Category by National Institutional Ranking Framework (NIRF), Ministry of Education, Govt. of India & been listed as the Institute of National Importance by Education Department, Govt. of Gujarat.

EDII moved on to adopt the role of a National Resource Institute in Entrepreneurship training, education, research, Micro Small and Medium Enterprise (MSME) development, innovations and institutional building. EDII's development model has been broad-based nationally and internationally too, with the setting up of Entrepreneurship Development Centres in Cambodia, Laos, Myanmar, Vietnam, Uzbekistan and Rwanda. In consonance with the emphasis on startups and

innovations, EDII hosted the Technology Business Incubator, CrAdLE – Centre for Advancing and Launching Enterprises in the year 2016, with the support of National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science & Technology (DST), Government of India.

EDII has successfully brought about a change in the way entrepreneurship is perceived. The Institute has earned regional, national and international recognition for boosting entrepreneurship and Startups across segments and sectors through innovative models and by intermediating creatively among stakeholders such as; new-age potential entrepreneurs, minorities and the disadvantaged, existing entrepreneurs, incubation centre professionals, policymakers and venture capitalists. The Institute conducts programmes and projects through its 7 regional offices and PAN India branch offices for diverse sections and segments, under the Departments of Policy Advocacy, Knowledge and Research, Entrepreneurship Education; Projects (Government & Corporates); Business Development Services & National Outreach and Developing Economy Engagement.



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