



ASIAN BUSINESS SCHOOL, NOIDA

ACTION PLAN FOR ABS - ISP IMPLEMENTATION

Introduction:

An increasing number of Management graduates are opting out of placements to pursue their own ventures. Aspiring entrepreneurs are in a hurry now days. Fresh out of college, they are full of innovative ideas and often look for business incubators to take these ideas to the next stage.

An incubator helps start-ups grow, supporting with all things required — such as capital and funds, angel investors, strategy and providing a variety of other resources.

Vision:

To attain competitive prominence as an innovative Educator Centre of Excellence for Incubation and Start-ups supports.

Mission:

1. To hold competitions and brainstorming sessions to encourage potential students to come up with new ideas. Exploring unique and creative thoughts, ideas, or concepts from students, researchers, and faculty members from many societal and industrial fields.
2. To provide and provide a platform for creative aspirants to incubate and realize their innovative ideas and thoughts.
3. To help technical and creative professionals in the relevant domains, incubate, culture, and improve ideas or concepts.
4. To raise awareness among students and other members of society about many aspects of entrepreneurship, such as new business opportunities, government schemes for entrepreneurs, the components of a business plan, and how to establish a business, among others.
5. To nurture the idea and transform it into a viable business, i.e. assisting from project identification to project execution. Mentoring in many areas, including operations, technical, financial, marketing, and economics.
6. To serve as a support system for incubates by assisting with infrastructure (space), legal guidance, technological competence, market connection, and networking, among other things.

Short term Objectives

1. To facilitate development of an entrepreneurial ecosystem in the organization
2. To support and develop minimum of 2 start-ups with all amenities

Long term Objectives

1. To support the start-up from Product to market strategy for start-ups
2. To develop a bilateral and multilateral channel with international innovation clusters and other relevant organizations
3. To promote National & International exchange programs, internships, engaging the international faculties in teaching and research



Key implementation team for ABS – ISP in accordance with Institution's innovation Council.

Institution's Innovation Council				
S. No	Name	Designation	E Mail id	Contact No.
1	Dr. Lalitya Vir Srivastava	Director & President IIC	director@abs.edu.in	9810060647
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3	Ms. Shipra Shrivastava	Convener	shipra.shrivastava@abs.edu.in	9760244309
4	Mr. Ravi Sharma	Members	ravi.sharma@abs.edu.in	9810055142
5	Dr. Mohd Abdul Moid	Members	abdul.moid@abs.edu.in	9005632881

Key Implementation Team				
S. No	Name	Designation	E Mail id	Contact No.
1	Ms. Shipra Shrivastava	Convener	shipra.shrivastava@abs.edu.in	9760244309
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6	Ms. Neha Thakur	Members	neha.thakur@abs.edu.in	7838710539

Thrust Area:

The recommended emphasis areas for the incubation are based on regional requirements and the university's strengths in terms of resources. The following are some of the chosen focus areas:

Rural Innovation and Social Entrepreneurship, Agri-Business (farmer producer company, post-harvest technology, foundation seed production programme) , Information and communication Technologies (to include Social media and ecommerce), Data Analytics, Education and Education Technologies, Operations and Supply Chain Management, Social Start-ups with focus on creating social impact, Management of Innovation, creation of IPR, Types of IPR, Patents and Copyrights, Patents in India.



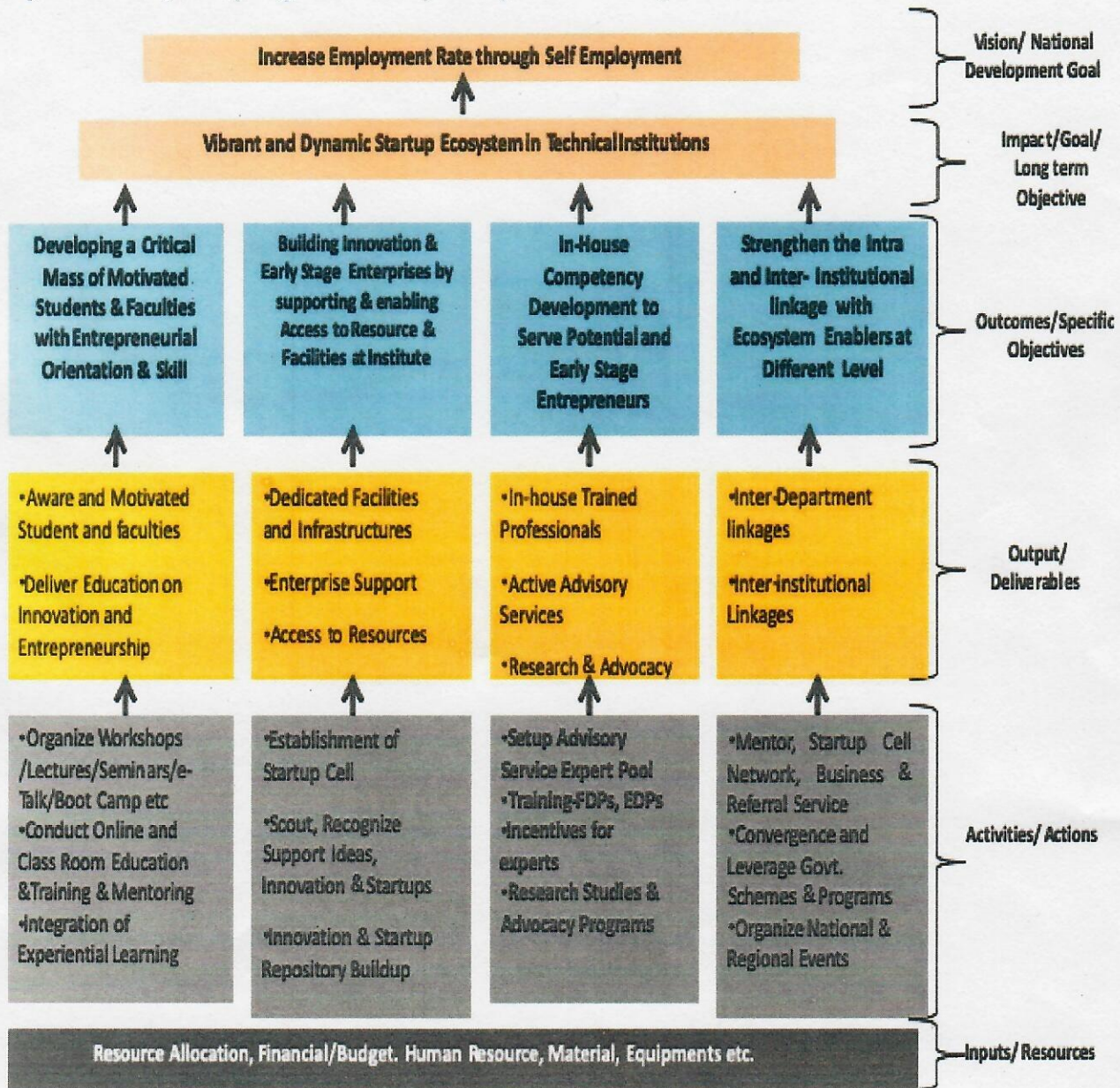
KEY PERFORMANCE INDICATORS (KPIs) FOR THE INSTITUTE

S No	Key Performance Indicators (KPIs)	Outcomes/ Milestone
1	Increase in the Self-Employment Rate among stakeholders	To be calculated in terms of percentage keeping previous academic year as base year
2	Startup establishment under ABS-EDIC every year	To be calculated in numbers every academic year (session)
3	Environment Established with multiple level of support for innovation & Entrepreneurship in Institute	To be calculated in numbers for each academic session <ul style="list-style-type: none"> - Consultancy and Advisory Sessions to the start-ups - Start-ups registered
4	Incentivizing Entrepreneurship and Innovation along with various services and facilities	To be calculated in terms of various incentives/ prizes offered for promoting startups
5	Representatives of experts & entrepreneurial students across Departments & Disciplines	To be calculated as number of faculty members and experts with significant experience associated with ABS-EDIC every year
6	Students Projects aligned with the Entrepreneurial Activities run under ABS-EDIC	To be calculated in numbers- Projects, Internships undertaken by PG/UG students
7	Skill Development and Educational Programmes (Short-term/Long-term) on Innovation, Entrepreneurship, IPR etc.	To be calculated in numbers <ul style="list-style-type: none"> - Total number of related workshops - Total number of Average participations - Total number of EDPs - Total number of Successful Completion Certificate Issued



OBJECTIVE TREE

Objective Tree/Policy Logic – Start-up Ecosystem Development at Institution Level



Benchmark – KPI Monitor & Evaluation

Hierarchy of Objectives	Key Performance Indicators (KPIs)	Means and Verification
Vision	<ul style="list-style-type: none"> • 5% Increase in Self-Employment Rate • 2 Established Start-ups 	<ul style="list-style-type: none"> • ARIIA, • NIRF Rankings
Goal/Impact	<ul style="list-style-type: none"> • Enable Environment with multiple level of support for innovation & Entrepreneurship. • 5% of students will choose Entrepreneurship as career • 10% of Student Practice Entrepreneurship 	<ul style="list-style-type: none"> • Biannual Survey • ARIIA, NIRF • Rankings
Outcomes	<ul style="list-style-type: none"> • 25% of student & faculty mass with entrepreneurship Orientation • 25% of Student & faculty motivated to start any entrepreneurial activity. • 1 of IPR/Innovations developed for commercialization. • 1 of Student/Early-Stage Start-ups formed • 15% of In-house Expert Capacity available for Advisory Services • 15% of Satisfaction over Advisory services offered to Innovators & Early-Stage Entrepreneurs • Network Established with connecting multiple stakeholders & Ecosystem Enablers 	<ul style="list-style-type: none"> • Biannual Survey • Quarterly News
Outputs	<ul style="list-style-type: none"> • 50% of Student & faculty mass exposed to awareness/orientation building programs • 50% of Students covered through entrepreneurship Education, MOOC, Classroom, Experiential Learning programs etc. • 10% of Student projects turn to (commercialize) Innovations. • 2-3 IPR registration to be done. • 25% of in-house trained professional developed for advisory services • 5 of Research Studies on Entrepreneurship published • 5 of Regional, National and International linkages established for the start-up & innovation. • 10% Representatives of experts & entrepreneurial students across Dept & Disciplines. 	<ul style="list-style-type: none"> • Biannual Survey • Monthly progress report
Activities	<ul style="list-style-type: none"> • 2 Education/Skill certification program on Entrepreneurship, IIPR, Innovation etc. • 2 of workshops, awareness, and market outreach events, orientation, advocacy meetings etc. • 2 of networking event (Intra and Inter-institutional, enablers, stakeholders) organized • 2 of skill and competency development training • Programs/FDPs/EDPs organized • 3 of research studies related to Entrepreneurship conducted • Incentivizing Entrepreneurship and Innovation; services and facilities; Start-up Manual, policies, tool kits etc. 	<ul style="list-style-type: none"> • Biannual Survey • Monthly progress report • Review Meetings
	<ul style="list-style-type: none"> • 1% of total budget/year spend against total Institution revenue for start-up. • Budget allocation and Spend ratio for the start-up mandate in institute 	



Tentative Schedule of IIC Activities:

Sr. No.	Activity	Frequency
1.	One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”	2/Year
2.	One Day Workshop on Problem Solving/Design Thinking/Ideation Workshop/ Campus Hackathon etc.	2/Year
3.	Field/Exposure Visit to Village/Society /School/Industry/Market – Identity real Life Problem	1/Year
4.	Special Talk on My Story - Entrepreneur’s Life & Crossroad – Motivational Speak - To be Share by Entrepreneurs	2/Year
5.	Product Development Phases - Story Telling - (Innovators in Campus)	2/Year
6.	National Conference on Start-up/Social Innovation & Entrepreneurship	1/Year
7.	Demo Day – Exhibition Cum Demo for PoCs & Mentorship Session for Innovators (or) Student Entrepreneurs	1/Year
8.	Internship at Innovation & Start-up Centre / Start-ups/Incubation during Semester Break (Duration may vary from minimum 15day)	2/Year
9.	Field/Exposure Visit to Incubation Unit/Patent Facilitation Centre/Technology Transfer Centre	1/Year
10.	Business Plan Contest	2/Year
11.	Workshop on Business Model Canvas (BMC) and (or) Business Plan Competition to Invite Innovative Business Models from Students	2/Year
12.	One day workshop on “How to plan for Start-up and legal and Ethical Steps	2/Year
13.	Interactive/online Session/Mentoring Session “Hangout with Successful Start-ups” (Entrepreneurs in Campus)	2/Year
14.	Awareness/Mentoring Session on IPR & IP Management for Innovation and Start-ups	2/Year
15.	Field/Exposure Visit to Design Centre/Makers’ Space/Fab Lab/Prototype Lab/Tinkering Lab etc	1/Year
16.	Seminar on Accelerator/Incubation - Opportunity for Student Faculty - Early-Stage Entrepreneurs	2/Year
17.	Seminar on Understanding Angel and Venture Capital Funding - What is there for Early-Stage Innovator & Entrepreneurs	2/Year
18.	Innovation Day Celebrations (Birthday of Dr.APJ)	1/Year
19.	National Science Day	1/Year
20.	Workshop Funding Opportunities for Innovation and Entrepreneurship Development	1/Year
21.	Short Term Training course on Innovation /Start-up & Entrepreneurship	1/Year
22.	Innovation and Entrepreneurship Annual Day	1/Year

