



INSTITUTE INNOVATION COUNCIL

K. N. Government P. G. College, Gyanpur, Bhadohi-221304, U.P.

(Accredited B Grade by NAAC)

Affiliated to Mahatma Gandhi Kashi Vidhyapeeth, Varanasi

Email: kngpggyn@gmail.com

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Report on Whorkshop on National Innovation and Start-Up Policy

A workshop on National innovation and Start-Up Policy was organized on 9th January 2020 alongwith a two day National conference on “Innovative Approaches towards Sustainable Development”. It was a great opportunity for faculties and students from different colleges and universities to aware with national innovation and start-up policy. The resource persons Prof. R.K. Singh, Head Department of Entrepreneurship, SMS, varanasi and Prof. P. K Mishra, Co-ordinator, Malviya Centre for innovation, Incubation and Entrepreneurship, BHU, Varanasi gave a thorough light on National Innovation and Start-Up Policy.

The College is located in rural area. This workshop helps to create awareness among faculties and students about innovation, incubation centers and Entreprenurship.

The President of IIC Dr. Rashmi Singh also discussed about ARIIA and how the institute participate in this ranking.

The workshop ends with vote of thanks given by IIC Convener Dr. Kalpana Awasthi.



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Workshop on National Innovation & Start-Up Policy

दिनांक- 09 जनवरी, 2020

क्रमांक	शिक्षक का नाम	पद	कॉलेज	हस्ताक्षर
1.	Dr. Sanjay Srivastava	Asst Prof.	Harish Chandra P.G. College Varanasi	San
2.	Dr. Binendra K. Nirmal	Asst. Prof.	Harish Chandra P.G. College Varanasi	Binu
3.	डॉ. रं. के. द्विवेदी	" "	" "	Ran
4.	Dr. Yashveev Singh	Associate Prof.	S.P.M Degree College Bhadohi	Yash
5.	Dr. S. Rathore	Asst. Prof.	G. P. G. College Badain	Rath
6.	Dr. Amresh Bahadur	Asst. Prof.	BHU, Varanasi	Amr
7.	Dr. Manoj. Kr. Singh	" "	HDS. University Alkhal	Manoj
8.	Dr. Rajeni Srivastava	" "	B.H.U. Varanasi	Rajeni
9.	Dr. Binendra Kumar Nirmal	" "	Harish Chandra P.G. College Varanasi	Binu
10.	Dr. Sanjay Srivastava	Associate Professors	" "	San
11.	Dr. A. K. Dwivedi	" "	" "	AD
12.	Dr. Amresh Bahadur	" "	" "	Amr
13.	Dr. Armod Kumar Mishra	Asst. Professor	Kumaun University, Nainital, Uttarakhand	Armod
14.	Dr. T. P. Yadav	Associate Professor	BHU Varanasi	T.P. Yadav
15.	Dr. Sanjay Srivastava	Associate Professor	H. P. G. College Varanasi	Sanjay
16.	Dr. Amresh Bahadur	" "	B.H.U. Varanasi	Amr
17.	Dr. Vivek Kumar	" "	KBCAOS, Prayagraj	Vivek
18.	Amresh Bahadur	Asst. Prof.	BHU, Varanasi	Amr
19.	Dr. Abhishek Dutt	" "	B.H.U. Varanasi	Abhishek
20.	Darshan Sharma	Asst Prof.	H.C. P.G. Varanasi	Darshan
21.	Dr. Baby Tabassum	Asst. Professor	Govt. Raza P.G. College, Ramnagar (U.P.)	Baby
23.	Rohit Singh Sahu	Asst. Prof.	School of Physical and Chemical Sciences, University of Allahabad	Rohit
24.	डॉ. आरंभ कुमार	" "	" "	Ar
25.	Dr. Anurag Chandra Yadav	Asst. Professor	Govt. Degree College, Shahganj (Jyampur)	Anurag
26.	Dr. Sankar Singh	" "	G.D.C. Haridwar (U.P.)	Sankar
27.	Dr. R. K. Singh	" "	G.D.C. Pawani Kala	R.K. Singh
28.	Dr. N. Manojlav	" "	G.D.C. Badain	N. Manojlav
29.	Vinod Swami	Asst. Prof.	M.G.K. Vidhyapeeth	Vinod
30.	Dr. Sanjeev Rathore	" "	G.D.C. Badain	Sanjeev
31.	Dr. Ravi Shankar Vachastati	Asst. Professor	H.N.B. Govt. P.G. College, Naini, Prayagraj (U.P.)	Ravi

काशी नरेश राजकीय स्नातकोत्तर महाविद्यालय, ज्ञानपुर, भदोही

IIC Self Driven Activity

Report on Problems, Prospects and Opportunities of Indian Youth with Special Reference to Post Covid Changes in World Economy

During the session organized on Zoom Platform and also youtube live session , the student and faculty interact with Dr. Virendra Kumar Rai, Principal Scientist, Samsung Advanced Institute of Technology (SAIT), Further Technology Center, Organic Material Labs, Samsung Electronics Co. Ltd., Suwon-si, Gyeonggi-do, South korea and learn following:

1. He inspired the young minds with his life journey.
2. Scarcity gives the opportunity for innovation.
3. Business opportunity in field of IT sector and healthcare is emerging.
4. Try to connect ideas with social problem in current situation.
5. Also focus about his innovation that is on OLED.

Session was started at 10:am and welcomed by Dr. P. N. Dongre, Head of the institution. About 40 faculty and 126 students participated in the programme.

Youtube live session link: <https://youtu.be/aa7BRxmDnig>

Innovation Day

Inaugural session of "Innovation Day Campaign" Programme was organized by Institute Innovation Council of Kashi Naresh Govt P G College Gyanpur on the auspicious occasion of birth anniversary of former Indian President Dr. A. P. J. Abdul Kalam, that is Oct 15, 2019.

Chief Guest Dr. Muralidhar Ram, Principal, Shyama Prasad Mukharji Gov College, Bhadohi motivated the students to target and achieve big goal, also he ensured participation of everyone in Swachhh Bharat Abhiyaan.

Guest of honor Dr. Yashveer Singh, Associate professor, Department of Botany, notified briefly biography of Dr. Kalam and inspired students for innovative ideas.

Four events, Essay, Slogan making, Poster and Debate were organized on this occasion. The event was organized under IIC of KNPG by Dr. Abhimanyu Yadav.

22 students participated in essay competition on the topic "**New innovation strategies to lead India**" and 25 participated in debate competition on the topic "**Need of innovation with respect to India's development**" and Dr. Ravindra, Dr. Anjoo Verma and Dr. Priyanka Srivastava evaluated them for 1st, 2nd & 3rd prize.

29 students appeared in poster competition on the topic "**Kalam and Innovation**" and 5 participated in slogan making on the topic "**Innovation and India**". Dr. P. C. Gupta, Dr. Ravindra and Dr. Anjoo Verma selected the 1st, 2nd and 3rd position of participants.



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Report on Visit to Design Centre

In the next step members of IIC and those students who have submitted their innovative ideas before IIC, KNPG, were visited Design Centre Weaver's Knot, daropur, Bhadohi and Malviya Incubation Centre BHU, Varanasi. This visit helps them to get the idea how to move in development phase with innovative idea. With 4 faculties, 20 students participated in this visit.

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One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”

IIC of K.N.Govt.PG College, Gyanpur, Bhadohi, organized One Day Workshop on “Entrepreneurship and Innovation as Career Opportunity”.

As a resource person Dr. Rahul Anand, Associate Professor, Deptt.of Business administration, Technical Education and Research Institute, P. G. College, Ghazipur was invited.

During the workshop, Dr. Rahul Anand Focuses his presentation on concept and need of innovation. He also discussed the advantage of entrepreneurship and innovation as career opportunity besides opting regular degrees with different examples.

The convener Dr. Kalpana Awasthi introduces the different activities run by MIIC, a ministry of HRD Initiative.

The two of our students, Md. Mushfique Khan and Mr. Vikas Pandey who participated at proof of concept level organized at Netaji Subhash Chandra University of Technology, Dwarika, New Delhi also share their experiences with students.

With the students and faculty, Dr. anand prepare plan of action to work further to adopt entrepreneurship and innovation as career opportunity.

Dr. Ranjeet Singh gave vote of thanks to Dr. Anand.

Report on Role and importance of Pre-Incubators and Acceleration in HEIs

In Second e-session, interaction with Shri Muthu Singaram, CEO, IIT Madras HTIC Incubator, Faculty and students learn following points-

1. Key components in planning an incubator are
 - Feasibility study planning
 - Business planning
 - Incubator policies
2. Before setting an incubator one should go for some online training related with this.
3. Incubators need team of specialized person on salary basis.
4. Design that will be created in incubator must suit start-ups.
5. Funds can be raised for an incubator by NSTEDM, BIRAC, MIETY, MSME, DST etc. and also alumni of the HEIs also contribute in it.
6. Equity share can be done by section 8.
7. For Technology and Business both needs mentoring and an incubation should provide it.
8. Mentoring is one to one not to many.



Report on Hangout with emerging innovator and entrepreneurs supported through MIC and AICTE

During the hangout with Ms. Vandana Thakur and Mr. Amit Lokhande, emerging innovator and entrepreneurs supported through MIC and AICTE, the student and faculty learn:

1. Idea must be unique and have disruptive properties.
2. Pitching: Delivering information about idea to raise fund is very important.
3. Self motivation is Entrepreneurs trait.
4. MIC and AICTE provide a platform that help and guide in ideation, validation, prototyping through POCs and National Level Boot Camp.

Report on Innovation Risk Diagnostic- Product Innovation Rubric (PIR)

During the e session-13 with Dr. Laxmi Meera, Program Director, Forge Incubator, the student and faculty learn following:

- Start-up is a process from an idea to a high growth enterprise.
- Any idea can be refined to become a start-up.
- 4Ps (Problem, Prototype, Product and profit) help us to master the science of innovation.
- MUP (Minimum Usable Prototype) is a prototype to prove value to the target customer.
- Managing innovation is equal to managing risk. It require step by step procedure.
- Innovation comes with inherent risks. The primary responsibility of the innovator is to identify mitigate and manage these risks in a systematic manner.
- PIR (Product Innovation Rubric) is a compass to guide innovator's innovation journey.



Report on National Innovation and start-up Policy 2019 for student and faculty: A guiding framework for HEIs for implementation

In first e-session, interaction with Mr. Dipan Sahu National Coordinator - NISP, IIC & ARIIA, MBA/PGDM in IEV Program MHRD's Innovation Cell, AICTE, Faculty and students learn following points-

- Higher institute play role of change makers or enablers to crate innovators and entrepreneur.
- NISP is a guiding framework that tells how our HEIs promote innovation and start up during their academic itself.
- HEIs should create innovation fund for supporting innovative project by allocating 1 % of institution's total budget.
- Academic break for a semester /year to work on their start-ups for both students and faculty and staff also.
- If any student, faculty or staff not using the institute resources on substantial way, institute may not claim for IPR of that innovation.
- Every institute should formulate paper regarding this policy.
- Faculty can devote only20% of the total time allocated for their duty.
- Non-academic incentives must be promoted by Institutes

Report on Role of Network Enablers in Driving I &E in HEIs-A case of TiE, India

During the e session-4 with Ms. Geetika Dayal, Executive Director, TiE Delhi-NCR, the student and faculty learn following:

1. TiE was founded in 1992 in Silicon valley by a group of successful entrepreneurs, corporate executives and senior professionals.
2. The Delhi Chapter of TiE, one of the biggest and most vibrant of the TiE Chapters has unique significance.
3. It seeks to engage not only with entrepreneurs but also with policy makers in order to foster the spirit of entrepreneurship.
4. It act as a bridge that would connect Indian Government with successful Indian entrepreneurs across the world.
5. It conducts several events, awards every year covering aspect of entrepreneurship like funding & finance and marketing & sales etc.
6. It also provides mentoring at very early stage of ideation. TiE angels bring together promising early stage companies and expose them to serial entrepreneurs, high tech executives and other professional investor.

Report on hangout with successful start-up founder and learn design thinking approach for hardware innovation

During the e session-5 with Dr. Pankaj Parashar, CEO/Founder Cuttingedge Technology Pvt. Ltd., Indore, the student and faculty learn following:

1. Design is a plan or drawing produced to show the look and function or workings of a building, garments or other object before it is made.
2. Sketch level is the first stage of designing.
3. Aspects of design include interaction design, information architecture, visual design and usability testing.
4. Usability testing is more important as it include getting first feedback of your design. As many as usability testing is done, it is good for product.
5. Design must have utility, distinguishing feature, safety, ergonomic and unique selling preposition.
6. Design should determine company motto.
7. Ideation/sketches, design proposal, feasibility analysis, prototype and feedback are sequential stages of engineering a product through design.
8. After sketching one should go for rapid prototyping through latest technique 3D printing.

Report on Entrepreneurship Business Idea and Business Model Canvas

During the e session-6 with Dr. Sunil Shukla, Dr. Amit Dwivedi and Mr. Mayank Patel of EDII, the student and faculty learn following:

- Entrepreneurs play a very important role during Covid-19 either in the form of formulating medicines or healthcare products.
- Lots of e-commerce companies search new way to serve the society.
- Entrepreneurs have developed business model with social distancing. e.g, ZOOM, Cisco WeBex.
- Based on Societal value, Socio-political, infrastructure, Government priorities and demonstration effect one can choose their entrepreneurship.
- GIDC was first entrepreneurial development program run in 1970 in Gujrat.
- Entrepreneurial trait includes- need for achievement, need of autonomy, drive and detrimental, internal locus of control and risk management.
- Proactive and self confidency make one competent entrepreneur.
- EDII prepare new entrepreneur to take challenges. It provides support system to the students in the form of training, incubator cradle and angel investors.
- Start-ups meant to gain money in short term but for long term start-ups need to think about pain of customers i.e. to add value preposition.
- Business model canvas includes value preposition, customer relationship, customer segments, channels, key resources, key activities, partners, structure and revenue.

Report on How to identify real problem and solution using the Double Diamond Approach in design

During the e session-7 with Prajakta Kulkarni, Founder Director, Nodes Pvt. Ltd. and Sanket Inamdar, Co-founder, CEO, Nodes Pvt. Ltd. , the student and faculty learn following:

1. Viability- ability of a solution to solve a problem.
2. Desirability- ability to feel good
3. Feasibility- ability to build up solution quickly.
4. Diverge to gather information and then converge to get solution in double diamond approach.

Report on Intellectual Property Management at early stage of Innovation and start-up

During the e session-08 with Dr. Sanjeev Kumar Majumdar, Manager IPR, Start-up and Incubation, National Research Development Corporation (NRDC), the student and faculty learn following:

- IPR are like any other property rights which are intangible in nature.
- Every start-up uses trade name, brand, logo, advertisement, designs in which it possesses valuable IP rights.
- Patent is a territorial right but it is granted on the basis of –
 1. Novelty
 2. Should not obvious type research
 3. Capable of industrial application.
- When a start-up patent ideas, its valuation increases and is likely to attract more investors.
- Type of IPR that a start-up can include-
 1. Copyrights- Certain protection is automatically granted to the author for their original, creative or intellectual work. The validity of copyright lasts the lifetime of the author and even till the 60 years after his/her death.
 2. Trademark: acts as a brand element distinguishing your goods and services from those of your competitors and other traders in the market. Its validity include 10 years which can be made perpetual, as along as renewed every 10 years.
 3. Patents- Patents come to play when you are looking to protect a new invention that is original and can be used to simplify the lives of people. A patent is valid for a period of 20 years after which it goes in the public domain.
 4. Geographical indications.
- Technology transfer is movement or flow of technical knowledge, design, prototype, data, know-how, trade materials, inventions, software from one party to another party capable of commercialization.
- Technology readiness levels (TRLs) are used as measurement of the maturity level of particular technologies.

Report on Legal and Ethical steps- Productive Entrepreneurship and Start-up

During the e session-10 with Mr. Harit Mohan, Founder and CEO, Signicent LLP (India) and Signicent LLC (USA), the student and faculty learn following:

- To find an idea we need to observe the problem around us. Web browsing, book reading, Socialize outside your normal circles and quick writing journals help to find an idea.
- Take some time when go to solve any problem which help an idea creation with novelty.
- Idea with high impact but take time is good for long term but those idea are very good which has high impact and take less time.
- IP flow involve
 1. Validate idea- patent ability analysis on google
 2. File patent- e-filing of your innovation
 3. Patent published and patent grant
 4. Patent valuation and Market research- Before taking commercialization of licensing, first valuation of patent is important.
- USP- Unique selling projection- Make research before launching your product in market.
- Compulsory licensing- in medical field.
- Cross licensing- between two companies
- Carrot licensing- Add value to the product
- Stick licensing- if someone have licensing but another company copy it, the first one will be able to stop them.
- Exclusive licensing- Royalty rate is high because it is only for one.

Report on Innovating Self-Screen and Identify Right Opportunity

During the e session-11 with Prof. Sanjay Inamdar, Entrepreneur and Founder of Fulcon, MIT, the student and faculty learn following:

- Everyone dream for bright future. We need to work accordingly and innovate ourselves. So for this following are three agenda-
 1. Always need to understand the scenario and try to find a place in that scenario.
 2. Must visualize opportunity in that scenario (see what skill sets needed).
 3. Search the best solution for the challenges that one can identify after understanding the scenario. Equipped ourselves with skill set needed for tomorrow (innovate self).
- **Start early and act rapidly** is the key to success because first movers always get advantage.
- For better tomorrow three step needed for 3rd agenda-
 1. Rapidly identify your likings.
 2. Build the critical skill (no regret skill set- multidisciplinary skill set)
 - a) Know digital skill
 - b) Higher cognitive skill- new ways of learning
 - c) Adoptive and emotional skill-Questions come unexpectedly. When such question comes, how you will react or take challenge is important. **Leadership lies in handling adoptive skill.**
 - d) Resilience skill- once you answer the question, how you recover.
 3. If you learn the skill try to test rapidly.
- Envisioning early is important.
- Work for the benefit of society and country.

Report on Understanding role and application of marketing research at idea to start –up stage

During the e session-12 with Dr. Preet Deep Singh, AVP, Invest, the student and faculty learn following:

- Market research helps entrepreneur to understand their marketplace from the very start, enabling them to create strategies that will allow the business to grow.
- Each team member will acutely know the market value of their start-up.
- People who had capability to buy and interest in your product determine the **market size** of your idea or start-up.
- Understanding market size helps entrepreneur to distinguish between two categories: the addressable market, which is the total revenue opportunity for their product or service; and the available market, which is the portion of the addressable market for which they can realistically compete. By outlining the difference between these two, they can develop a product offering to tackle that consumer sweet spot.
- To estimate market size, segmentation will be done on the basis of some methods like geographic, psychographic, behavioral or retailers, wholesalers, consumers etc. according to the product.
After segmentation, targeting is important and finally positioning play a important role in placing innovator's idea at specific choice.
- Aside from talking to target customers, there is significant value in published market reports. Many of these are freely available in libraries, business groups and trade associations.

Report on Use of Market data application of marketing research tools and methodology-advance level

During the e session-15 with Dr. Preet Deep Singh, AVP, Invest India, the student and faculty with the example of Baby stroller, learn following:

- Innovators and Entrepreneur should do market research all the time.
- Market size can be determined by following equation-
Population* P pay*P reach* P interest* P other factors
1. Total population 2. Those who can pay 3. Those who can afford 4. Those you can reach 5. Other factors like loyalty, trend and law.
- For market research asking the right question is important.
- For any product first get clarity on the product in terms of its utility, innovation, positioning, durability and segment.
- By changing value of assumption, market can be changed.
- If an innovation price point is low for customer, it needs high innovation.
- For any business to customer product distribution is important.

Report on Frugal Innovation and Social Entrepreneurship

During the e session-16 with Dr. Raman Gujral, Professor, EDII, Ahmedabad, Gujrat, the student and faculty learn following:

- Creativity is a skill, thought process, thinking up new things but innovation is action process and doing new things.
- An innovative idea must be desirable, viable and feasible.
- Frugal innovation means making clever products from limited resources and seeing poorer populations as a market to serve not as an object of charity.
- Frugal engineering is achieving more with fewer resources like low cost design, product development efficiency
- An innovative culture is likely to have the following seven characteristics:
 1. Acceptance of ambiguity: Too much emphasis on objectivity and specificity constraints creativity.
 2. Tolerance of the impractical: Individuals who offer impractical, even foolish answers to what if questions are not stifled. What seems impractical at first might lead to innovation solutions.
 3. Low external controls: Rules, regulations, policies, and similar controls are kept to a minimum.
 4. Tolerance of risk: Employees are encouraged to experiment without fear of consequences should they fail. Mistakes are treated as learning opportunities.
 5. Tolerance of conflict: diversity of opinions is encouraged. Harmony and agreement individuals or units are not assumed to be evidence of high performance.
 6. Focus on ends rather than on means: Goals are made clear, and individuals are encouraged to consider alternative routes toward their attainment. Focusing on ends suggests that several right answers might be available for any given problem.
 7. Open systems focus: The organization closely monitors the environments and responds rapidly to changes as they occur.
- Within the human resources category, we find that innovative organizations actively promote the training and development of their members so that their knowledge remains current. They offer their employees high job security to reduce the fear of getting fired for making mistakes, and encourage individuals to become champions of change. Once a new idea is developed, champions of change actively and enthusiastically promote the idea, build support, over come resistance and ensure that the innovation is implemented.

Report on Interaction with student innovators and entrepreneurs from Smart India Hackathon

During the e session-17 with Mr. Pulkit Jain, Mr. Lokesh Goswami and Mr. Arpit Nandi , the student and faculty inspired and learn following:

1. Primary market research is important.
2. More you fail, more you learn.
3. Believe in your idea/ innovation.
4. Invest on team.
5. Regularly revisit your business model.



**Report on Leadership talk with Dr. Partha Chakraborty, Ex-Director IIT-
Kharagpur & currently Head of National Digital Library**

- Students and faculty members are advised to use online learning platform.
- All the important journals are available on NDL.
- If institute has an access to NDL, it is available to their students wherever they are.
- Data is also available on NDL platform for researchers.
- Faculty members can prepare their own courses by literature available on NDL platform. Faculties are also advised to share their own course content through NDL to all the student over country.



**Report on Leadership talk with Padma Bhushan Dr. VK Saraswat, Member
NITI Aayog & Ex-Chief Scientific Adviser, Defense Ministry**

- The talk highlights efforts made by Niti Ayog during Covid-19.
- Focus is on Make in India. Many china based industry will migrate now to India.
- He admires our scientific community but also said that scientific development not go the mass scale that is major drawback.
- Business opportunity: medical equipment developing manufacture needs to be focused.
- During this crisis everyone should be disciplined and must be positive.