

# The National Innovation and Startup Policy as a Vehicle for Sustainable Development

<sup>1</sup>Dr. Manjeet Kaur, <sup>2</sup>Dr. Naresh Kumari, <sup>3</sup>Mrs. Maninder Kaur, <sup>4</sup>Mrs. Himani Bassi, <sup>5</sup>Mr. Amit Kumar, <sup>6</sup>Mr. Jagjot Singh

<sup>1</sup>Assistant Professor, Department of Education, Doaba College, Jalandhar. Punjab, India

<sup>2</sup>Asstt. Professor, Dept. of Education, Babbar Akali Memorial Khalsa College, Hoshiarpur,

<sup>3</sup>Former Assistant Professor, Sai College of Education, Jidla, Nawashahr, Punjab, India

<sup>4</sup>Assistant Professor, Department of Education, Doaba College, Jalandhar, Punjab, India

<sup>5</sup>Assistant Professor, Department of Geography, Doaba College, Jalandhar, Punjab, India

<sup>6</sup>Assistant Professor, Department of Geography, Doaba College, Jalandhar, Punjab, India

## **Article History:**

**Received: 12-12-2024**

**Revised: 25-01-2025**

**Accepted: 05-02-2025**

---

## **Abstract:**

The National Innovation and Startup Policy can become a vehicle for sustainable development of country like India. This paper focuses on background, detailed key points of the policy related to strategies, governance, pedagogy and collaborations for entrepreneurship development, sustainable development and role of The National Innovation and Startup Policy (NISP) 2019 in sustainable development. Guiding points of policy, on startups enabling institutional infrastructure, nurturing innovations and start ups, product ownership rights for technologies developed at institute, organizational capacity, human resources and incentives, creating innovation pipeline and pathways for entrepreneurs at institute level, norms of faculty startups, entrepreneurial impact assessment for entrepreneurship education are also touched. Study highlighted that NISP has been contributing for sustainable development.

**Keywords:** Innovation, Startup, Entrepreneurship, Sustainable Development

---

## **Introduction**

Till 20<sup>th</sup> century, Innovation had not been at the central place in Indian Education. To fill this gap, and to achieve the cultural and attitudinal shift, necessity was felt to prepare the policy framework and guidelines ensuring “Innovation and Startup” culture in higher education system.

The National Innovation and Startup Policy (NISP) 2019 is a strategic framework developed by Ministry of Education’s Innovation Cell and All India Council for Technical Education to foster innovation, entrepreneurship and research in higher education institutions in India. It provides the roadmap for job creation, economic growth and environmentally responsible innovation. It has been

playing a major role in sustainable development of the country by integrating entrepreneurial activities into academic fabric.

### **Background of the Policy**

All India Council for Technical Education released a policy document for AICTE approved institutions in November, 2016 to inculcate the culture for innovation and entrepreneurship in Higher education institutions. For the aspects related to innovation, startup and entrepreneurial management, a fifteen members committee was constituted by MHRD, which formulated the detailed guidelines covering various facets of nurturing innovation and startup culture in HEI's. It also focused on intellectual property ownership, norms for technology transfer and commercialization, revenue sharing mechanism and equity sharing. After multiple meetings, national innovation and start up Policy 2019 for students and faculties of HEI's was prepared.

Guidelines of the policy will be helpful in bringing uniformity in terms of intellectual property rights ownership management, technology licensing and institutional startup policy in all HEI's across India and emphasize that entrepreneurship is all about creating financially successful business.

### **Key Points of the Policy related to strategies, governance, pedagogy and collaborations for entrepreneurship development**

#### **1. Strategies and Governance for promoting Entrepreneurship**

- Development of entrepreneurial ecosystem in the HEI's.
- Implementation of entrepreneurial vision through mission statements.
- Resource mobilization plan for supporting pre- incubation, incubation infrastructure and facilities.
- Designing sustainable financial strategy to reduce organizational constraints related to entrepreneurial agenda.
- Creation of separate innovation fund by contributing minimum 1% fund from annual budget of the institution.
- Have external funding through central and state government such as DBT, MHRD, AICTE, MSDE, MSME etc.
- To generate funds under Corporate Social responsibility as per "The Company Act 2013".
- Active engagement with alumni for promoting Innovation and entrepreneurship.
- Individual autonomy and ownership of initiatives.
- Entrepreneurial agenda of the institute to be highlighted through institutional programs such as conferences, convocations and workshops.
- Start up policy and action plan to be formulated at university level in line with current document along with short term and long term goals.

- To accomplish the policy objectives, micro action plan to be developed by affiliating institutes.
- Involvement of various centers, faculties, departments of the institute for integrating entrepreneurial activities.
- Involvement of the institutes to develop entrepreneurial culture at regional, social and community level.
- International partnerships by using bilateral and multilateral channels.

## **2. Pedagogy and Learning Interventions for Entrepreneurship Development**

Rather than focusing on traditional lecture based delivery, focus of the policy is on cross disciplinary learning by using labs, games, case studies and mentors.

- To enhance the student's thinking and responsibility ability, policy emphasizes on creating students' clubs for organizing competitions, boot camps, workshops and awards.
- To recognize outstanding ideas, promoting innovation and enterprises ecosystem, policy recommends introduction of "Innovation and Entrepreneurship Award".
- Teaching methods including the case studies related to business failures and real life experience reports are also suggested by the policy.
- Institutional philosophy and culture need to be redesigned for tolerating and encouraging failure. For this, discussions and debates imbibing that failure is a part of life should be done at Institutional level.
- From each department, students and faculty should be selected and nominated as "Innovation Champions".

Curriculum must include curricular and co-curricular activities through short and long term courses on innovation, entrepreneurship and venture development as a part of entrepreneurship education, which need to be continuously updated on the basis of entrepreneurship research. Students must be made aware about validated learning outcomes of the course.

- To evolve the culture of collaboration and engagement with community or external environment, expertise of external stakeholders should be integral part of entrepreneurship education.
- To familiarize the students about the importance of innovation and entrepreneurship, induction program should be made compulsory in the beginning of every academic session.
- To conduct the research and surveys on trends in market intelligence, innovation, research and technology, industrial linkages need to be established.
- To develop the need based strategy, student innovators must be engaged in dialogue process.
- For startups, customized teaching, learning material should be prepared.

- To evaluate, whether a student is capable and willing to take risk is a necessary step as entrepreneurship is about risk taking and everyone cannot become the entrepreneur.

Constant review and updating of learning interventions should be there for inculcating entrepreneurial culture. For making the student projects and innovations on the basis of real life challenges, pedagogical changes should be ensured.

### **3. Collaboration, co-creation, business relationships and knowledge exchange**

In entrepreneurial agenda of the institute, importance should be given to stakeholder's management. Efforts should be made to find potential partners, micro, small and medium sized enterprises, resource organizations, social enterprises, alumni, schools, professional bodies to support entrepreneurship and co-designing the program.

- There should be bi-directional exchange of knowledge and people between institutes to encourage co-creation.
- For better engagement of collaborators and constant flow of ideas and knowledge through lectures, meetings and workshops, institutions should organize networking events.
- Knowledge gained through collaborations should be capitalized with the help of proper mechanism developed by the Institute.
- Focus of incubators should be on creating successful ventures.
- For forming and managing relationship with external stakeholders, institute must develop proper policy and guidelines.
- Institutional policy must include knowledge exchange through collaborations and partnership. For this, institutes must provide the guidance for creating, managing and coordinating the relationships.
- Students and faculty must connect with the external environment through formal and informal mechanism of internships, clubs, teaching and research exchange programmes and social gatherings.
- To access the information, there should be "Single Point of Contact" for students, faculty, partners, collaborators and other stakeholders.
- Mechanism ensuring maximum exploitation of entrepreneurial opportunities with institutional and commercial collaborators should be there at institutional level.
- Institute must use in house Information and communication technology for the development of innovation knowledge platform for knowledge management.

Other than this, policy also guides on startups enabling institutional infrastructure, nurturing innovations and start ups, product ownership rights for technologies developed at institute, organizational capacity, human resources and incentives, creating innovation pipeline and pathways for entrepreneurs at institute level, norms of faculty startups, entrepreneurial impact assessment for entrepreneurship education.

## **Sustainable Development**

The Brundtland Commission's report defined sustainable development as development that "meets present needs without compromising future generations' ability to meet their own needs". It aligns with the goals of United Nations Sustainable Development such as environmental protection, social equity and economic growth. There are three approaches to sustainable development as discussed by Mohan Munasinghe in 1993 (Rogers et. al (1997) p.44), which are economic, ecological and social-cultural.

Economic approach emphasizes on maximizing income while maintaining a constant or increasing stock of capital, ecological approach focuses on maintaining resilience and robustness of physical and biological systems whereas social-cultural approach stresses on maintaining stability of social and cultural systems. These three approaches are referred as "the triple bottom line" and used to gauge the success of a particular project.

Sustainable development allows continuous improvement in the quality life with less intensity of resource use and leaving behind undiminished stock of natural resources for future generations (Mohan Munasinghe and Ernst Lutz, 1991). There are three determinants of sustainable development such as production, consumption and distribution.

## **The National Innovation and Startup Policy (NISP) 2019 and Sustainable Development**

The National Innovation and Startup Policy (NISP) 2019 have a crucial role in achieving sustainable development. To address economic, social and environmental challenges, there are entrepreneurship, innovation and technology-driven solutions under the policy. Aligning with United Nations' Sustainable Development Goals (SDGs) and principles of sustainability, the policy provides a framework to higher education institutions (HEIs) to nurture startups and innovations.

### **1. Economic Sustainability: Creating a Self-Reliant Startup Ecosystem**

Funding for Innovation- For entrepreneurial activities, HEIs are supposed to allocate 1% of their annual budget under NISP, which will bring continuous financial support for sustainable businesses.

Technology-Driven Solutions- In the sectors like agriculture, manufacturing and healthcare. Technology-based innovations will lead to efficient resource utilization and better productivity.

Encourages Job Creation- Supporting startups and entrepreneurship under NISP will be helpful to reduce unemployment and promote economic growth and long-term economic stability.

### **2. Social Sustainability: Promoting Inclusive Growth**

Skill Development & Education: To develop problem-solving skills, leadership, ethical business practices and community-driven solutions among students and faculty, NISP emphasizes on entrepreneurial education.

Accessibility of Innovation: To provide the benefits of innovation to marginalized communities, Policy promotes affordable and inclusive technologies.

Support for Social Enterprises: To address the issues related to education, healthcare, inequalities, women empowerment and rural development, policy encourages the new start ups which promotes Inclusive growth and equitable access to resources.

### **3. Environmental Sustainability: Encouraging Green and Circular Economy**

Sustainable Business Models: Eco-friendly practices such as carbon-neutral operations, biodegradable products and renewable energy encouragements are provided to the businesses under this policy.

Promotion of Green Technologies: Clean energy, water conservation and waste management are the key areas of startups under the policy for environmental sustainability.

Circular Economy & Waste Management: To minimize the waste and promote reuse, recycling and reducing the environmental footprint, startups under NISP are incentivized to develop solutions.

### **4. Strengthening Institutional Support for Sustainable Innovation**

Industry-Academia Collaboration: Transfer of sustainable technologies from labs to real-world applications is possible, by fostering partnerships between universities, industries and government as recommended under the policy.

Policy Framework for Ethical Entrepreneurship: For long-term sustainability over short-term profits, policy ensures those startups which follow ethical and socially responsible business practices.

Research and Development (R&D) for Sustainability: For sustainable research, the policy encourages Higher Education Institutes to establish innovation and incubation centers.

### **Conclusion**

By integrating economic, social and environmental dimensions into India's entrepreneurial ecosystem, The National Innovation and Startup Policy 2019 plays transformative role for sustainable development. Other than this, NISP aligns with the UN Sustainable Development Goals (SDGs) by empowering students and faculty, supporting impactful frugal and grassroots innovations and funding green businesses by developing solar, wind or befool solutions. All this ensures a resilient and self-sustaining future. If the policy will be implemented properly, it can drive India into a green economy, generate sustainable employment and contribute to global sustainable development goals. The idea to involve the students in innovation and startups will help in achieving commercial success and contribute positively to the environment and society as a whole.

### **References**

- [1] A Guiding Framework for Entrepreneurial Universities, OECD, European Commission, 18th December, 2012
- [2] Faculty Entrepreneurship Policy, DA-IICT, 30th September, 2015
- [3] For Faculty: Best Practices for Startups, Stanford University, <https://otl.stanford.edu/industry/stanfordstartups/faculty-best-practices-startups>, visited on 5th September, 2019

- [4] For Students: Best Practices for Startups, Stanford University, <https://otl.stanford.edu/industry/stanfordstartups/>
- [5] students-best-practices-startups, visited on 5th September, 2019
- [6] Guideline for Developing Student Innovation & Startup Ecosystem in University/Engineering Campuses, TEQIP-III, Ministry of Human Resource Development
- [7] Guideline for Implementation of SSIP for Institutions/Colleges; Student Startup and Innovation Policy (SSIP) 2017, Directorate of Technical Education, Government of Gujarat, October 2017
- [8] Rogers, Peter, Kazi, F., Jalal, Bindu, N., Lohani, Gene, M., Owens, Chang-Chung Yu, Christian, M., Dufournaud & Jun, Bi. (1997). Measuring Environmental Quality in Asia. Cambridge, MA: Harvard University Press, 1997.
- [9] Startup Policy AICTE- 2016, All India Council of Technical Education, November 2016 Student Startup Policy 2015, Kerala Technological University, Kerala  
[https://mic.gov.in/assets/doc/startup\\_policy\\_2019.pdf](https://mic.gov.in/assets/doc/startup_policy_2019.pdf)
- [10] [https://www.google.co.in/books/edition/An\\_Introduction\\_to\\_Sustainable\\_Developme/GZ4Pvk0LVQMC?hl=en&gbpv=1&dq=sustainable+development&printsec=frontcover](https://www.google.co.in/books/edition/An_Introduction_to_Sustainable_Developme/GZ4Pvk0LVQMC?hl=en&gbpv=1&dq=sustainable+development&printsec=frontcover)
- [11]