

Rama Centre For Innovation, Incubation & Entrepreneurship (RCIIE)



Standard Operating Procedure

Rama Centre For Innovation, Incubation & Entrepreneurship (RCIIE)

Rama University

NH-91, Near Mandhana Railway Station

Rama City, Mandhana - Bithoor Rd

Kanpur, Uttar Pradesh 209217

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Rama Centre for Innovation, Incubation and Entrepreneurship (RCIIE)

About

Rama Centre for Innovation, Incubation and Entrepreneurship (RCIIE) was established on 1st June 2019. RCIIE aims to manifest the latent entrepreneurial spirit of the students of various professional as well as non-professional courses. RCIIE is dedicated to nurture the ideas of innovation, research, and entrepreneurial activities in various fields. The cell not only motivates the students but also develops scientific temper among the students and provides a platform to incubate their innovative ideas into commercially viable products. The cell also provide facilities like initial growth funds (seed money/seed funds), marking and mentoring assistance, comprehensive business plan development and training programs, technological facilities, network and linkages, co-working spaces, lab facilities and advisory supports.

Vision

To develop a world Class, vibrant, socially relevant, result oriented, self-sustaining incubation centre and innovation ecosystem on University campus for nurturing and enrichment of innovation, incubation and entrepreneurship.

Mission

The mission of RCIIE is to nurture and empower the next generation entrepreneurs amongst students, faculty members and other aspirants for establishment and growth of every knowledge based ventures through their start-up phase to meet the social obligations and economic growth of our communities.

Objectives

- To nurture and support creativity, innovation and entrepreneurial opportunities amongst students, researchers and faculty members.
- To provide mentoring assistance for the comprehensive business plan development.
- To provide network and linkages between universities and professional incubation institutions and contributing to the growth and success of emerging technology businesses.
- To provide necessary training and co-working spaces for the sustainable growth of starts-up.
- To maintain job creation and to contribute in “Make in India” Model of Government of India.
- To promote new technology/knowledge/innovation based start-ups.

Functions

Combining students ideas with RCIIE’s cutting edge academic facilities and depth of technological, engineering and managerial expertise, RCIIE’s incubation centre presents a unique opportunity for budding entrepreneurs and start-ups to take their business to the next level.

The primary purpose of the RCIIE is to facilitate the creation of ideas and inventions that benefit society and importantly, are commercially ready by the end of incubation program. Start-ups accepted into RCIIE's incubation centre are provided a rigorous incubation program and also facilitates collaborations with mentors, partners, industry leaders and investment professionals. We have a leading and growing network of high-profile mentors and professionals for our incubated start-ups.

AWARENESS

- Job Seeker versus Job Creator Start-up Ecosystem
- Government Initiatives for Entrepreneurs
- Entrepreneurship Week and events

TRAINING

- Business Idea Generation and Screening
 - Opportunity Recognition and Evaluation
 - Business Model Generation
 - B-Plan Preparation
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EDUCATION

- Kick-Starting a New Venture
- Critical Success Factors in New Ventures
- Case studies
- Inputs on Family Business Dynamics

SUPPORT

- Mentoring by Entrepreneurs
 - Seed Funding
 - Pitching Opportunities
 - Networking with Experts
 - Deferred Placement Policy
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Constitution of Incubation Board

S. No.	Name	Designation
1.	Dr. Hari Om Sharan	Head
2.	Mr. Tanuj Chawla	In-Charge
3.	Mr. Somendra Tripathi	Member
4.	Mr. Sameer Mishra	Expert
5.	Mr. Deepak Vishwakarma	Member
6.	Dr. Ajay Kumar	Convener
7.	Dr. S. Sujata	Member

Executive committee of RCIIE

S. No.	Name	Designation
1.	Dr. Raj Kumar	Member
2.	Dr. Kamran Javed Naquvi	Member
3.	Mr. Anuj Dixit	Member
4.	Dr. Atul Yadav	Member
5.	Dr. Sunil Kumar Mishra	Member
6.	Dr. Devendra Trivedi	Member
7.	Dr. Aditya Kumar Mishra	Member
8.	Dr. Deeksha Ranjan	Member

Prof. (Dr.) Hari Om Sharan

- Dean – Academic Affairs and Dean – Faculty of Engineering and Technology at Rama University Uttar Pradesh, Kanpur (India)
- 14 Years of experience in academic as well in research, his research
- 14 patents (National/International)
- 60 papers in refereed international journal (SCI and Non-SCI) and conferences
- Society Membership like IEEE, ACM, CSI, IAENG, ISC.



Dr. Raj Kumar

- Mr. Raj Kumar working as an Assistant Professor in the Faculty of Commerce and Management at Rama University, Kanpur, U.P.
- Experience of more than 11 years, out of which 8 years in research & academics, and 3 years is in industry.
- 1 research papers at presented National conferences at IIT Delhi.
- 1 research papers presented at International conferences organized by IBS Kolkata.



- 4 research papers as sole author in Scopus indexed International journal and in double-blind peer-reviewed journals.
- UGC NET JRF qualified in 2012.

Dr. Kamran Javed Naquvi

- Dr. Kamran is working as Associate Professor and Head in the Faculty of Pharmaceutical Sciences, Rama University, Kanpur, U.P.
- 11.5 years of multifaceted experience of teaching and research.
- 10 international, 58 national research articles, 32 monographs, 2 books and 2 book chapters in the field of pharmaceutical sciences.
- Research project of ICMR on the preparation of monographs of Indian medicinal plants.



Dr. Atul Yadav

- Atul Yadav is working as Assistant Professor in Faculty of Agricultural Sciences and Allied Industries, RAMA University, Kanpur.
- Ph.D. degree in Horticulture from Acharya Narendra Deva University of Agriculture and Technology, Kumarganj Ayodhya.
- ICAR-ASRB NET qualified.
- 25 full length research papers in NAAS rating Journals.
- 4 Books, 6 book chapter in different publication.
- Organized Several Seminars/ Workshops/ Conferences/ Capacity Building Program etc.
- Expertise is Fruit Science and Post-Harvest Technology.



Dr. Aditya Kumar Mishra

- Dr. Aditya Kumar Mishra is working as Assistant Professor in the Department of Journalism and Mass Communication, Rama University, Kanpur (U.P).
- Ph.D. in Film and Theatre (2018) from Mahatma Gandhi International Hindi University, Wardha (Maharashtra).
- 5 full-length research papers in reputed UGC Listed/ Peer Review research Journals
- 4 book chapters in Mass Communication.
- Attended 30 Seminars/Webinars/Workshops/Conferences/Film appreciation Courses etc.
- Area of expertise is Television Program Production, Script Writing, and Reporting.



Startup India 360°:

Startup India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower Startups to grow through innovation and design.

In order to meet the objectives of the initiative, Government of India is announced various schemes and action plans that addresses all aspects of the Startup ecosystem.

The Government of India is in action to accelerate spreading of the Startup movement, From digital/ technology sector to a wide array of sectors including agriculture, manufacturing, social sector, healthcare, education, etc.; and , Also from existing tier 1 cities to tier 2 and tier 3 cities including semi-urban and rural areas.

The startup scenario in India is really India ranks 3rd when it comes to its 'startup ecosystem' with the first two spots occupied by the USA and China respectively.

To date, India has managed to have registered more than 20,000 startups with over 5000 falling in the tech-led category.

Cities like Bangalore and the ones in the NCR region can be rightfully called the startup hubs of India for housing almost 80% of the total count.

Startup Scenario and opportunities in UP:

The Government also aims at bringing Uttar Pradesh among the top three states in the startup sector in the country and setting up India's biggest startup incubator in Lucknow.

The start-up policy aims at setting up 100 incubators in Uttar Pradesh and at least one in every district, and developing an ecosystem to set up at least 10,000 startups.

The state government said the policy would help in turning the youth from job seekers to job providers.

Uttar Pradesh is an agrarian state which contributes 18.9% in food grain production of the country. The state has also witnessed rapid industrialization in the recent past. Uttar Pradesh attracts a large number of both national and international visitors. Uttar Pradesh ranks 10th among Indian states in rankings based on ease of doing business and 5th in complying with labour regulations.

Business Opportunities in Uttar Pradesh:-

Agro Based Industry:

Uttar Pradesh is a very fertile region and a major contributor to the national food grain stock. Partly this is due to the fertile regions of the Indo-Gangetic plain, and partly owing to irrigation measures such as the Ganga Canal. Lakhimpur Kheri is the largest sugar producing district in the country. It is also home to 78% of national livestock population.

Live Stock:

Uttar Pradesh supports about 15% of the country's total livestock population. Of its livestock in 1961, 15% were cattle, 21% buffaloes, 13% goats and 8% other livestock. Between 1951 and 1956 there was an overall increase of 14% in the livestock population. There are nearly

eight lakh hectares of water area, including lakes, tanks, rivers, canals and streams. The fishing area is over two lakh hectares and more than 175 varieties of fish.

Textile Industry:

Total sales in textiles sector accounted for 12.3 per cent of the sales by industries in the state in 2003. Textile sector is one of the important traditional industries in the state. Uttar Pradesh has 58 spinning mills and a total of 74 textile mills in the non-SSI 12 sector. The state is known for its carpets & brassware products. Carpet weaving is one of the important crafts in Uttar Pradesh. UP produces about 90 per cent of the country's carpets in and around Mirzapur, Bhadohi and Khamaria.

Tourism:

Uttar Pradesh is the historical heart land of India, where each part of the state is attached with ancient history, civilization, religions and culture. Uttar Pradesh is situated in the northern part of India, border with the capital of India New Delhi. Uttar Pradesh is the most popular tourist destination in India. Uttar Pradesh is important with its wealth of historical monuments and religious fervour. Geographically, Uttar Pradesh is very diverse, with Himalayan foothills in the extreme north and the Gangetic Plain in the centre.

Waste Management:

The city of Lucknow in Uttar Pradesh produces around 1500 tons of solid waste every day. The municipal workers collect around 1100 tons every day. The municipal solid waste (MSW) is disposed of haphazardly in open dumps. With growing pressure on land due to increasing population it is increasingly difficult for Lucknow Nagar Nigam (LNN) to locate new disposal sites.

RCIIE Facilities to Startup:

Infrastructure

Incubation Space/ Work Stations/Work space

RCIIE is based out of a state of art incubator space spans over 15,000 sq. ft. area with 10,000 sq. ft. area is in utilization. The area is designed to be a hub of start-up activities ranging from start-up working out of the area to ecosystem players thronging in. The space also hosts many start-up events for the local start-up community and constantly invite and host mentors who engage with the local start-up community using this space. Incubated start-up gets a co working space with the premises.

Conference/Meeting Room:

Conference rooms are available with large and small conference sitting capacity. More conference rooms of smaller sizes are planned as the number of teams increase, more number of conference rooms are planned to be developed required. The rooms are linked with high speed internet for tele-conferencing. Whiteboards are available for discussion in the conference rooms.

Lab Space:

An IT lab is developed that is stated to take care of all IT needs of the incubated start-ups with multitude of fabrication and prototyping facilities.

Computers:

The incubator has 120 state of art computer and while the university has a total of over a thousand systems available for any work.

Library:

The University has a library attached to each institute. In total thousands of books, subscriptions are accessible to incubator personnel and start-ups.

Utilities:

- The space is fully air-conditioned
- High quality printing is provided in both colour and black and white through the printers installed with the University premises.
- Faxing , photocopying and Scanning
- Offices Supplies such as papers, stationary, document processing tool etc. are available
- Mail and Courier Services are also available to the incubated start-ups at subsidized rates through institutional arrangement
- An auditorium with state of art technology and seating capacity of 300 is also available along with numerous seminar halls that can be used by incubated start-ups for business purposes on demand.

Technical Support(Web and App)

Rama university Faculty of engineering and technology have a tremendous team of IT professionals and mentors to work with RCIIE for website and app development/maintenance for incubated startups. We are here to create and take care of almost all IT needs of the incubated startups.

Company Incorporation guidance/Compliances support/ Intellectual property rights

Rama university Faculty of Judiciary science, works with RCIIE to guide and help startups incorporate a registered firm and almost all legal documentations. It means RCIIE take cares of almost all legal and compliances part of incubated startups.

Seed Capital Fund

RCIIE provides a seed fund capital to selected startups.

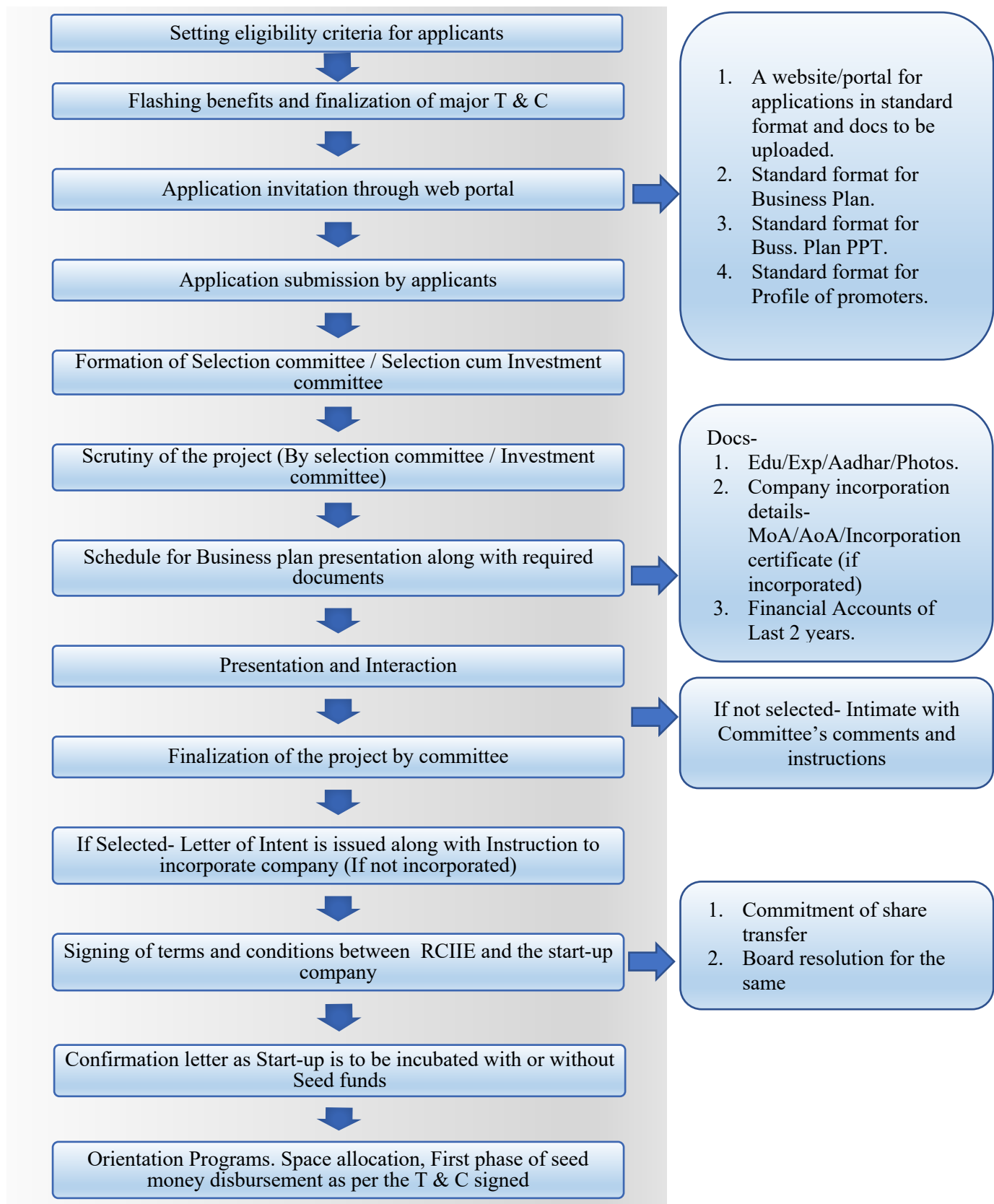
Marketing Guidance

Rama university Faculty of commerce and management works with RCIIE to educate entrepreneur and design marketing programs based on product/service and markets to be catered by entrepreneurs.

Workshops

IT workshops, Management workshops, Financial projection workshops, Digital marketing workshops, Media management workshops, Sales and personal selling workshops, Agricultural workshops; and many more short term courses are organized on frequent basis to polish the entrepreneur.

Standard Operating Procedure Flow Chart:-



- **Eligibility criteria for applicants**

Any individual / group of individuals have an innovative and creative business idea is/are eligible to apply in RCIIE for start-up incubation.

- **Benefits and finalization of major T & C**

Benefits and major Terms and conditions are available at

<https://www.ramauniversity.ac.in/rciie-36>

- **Application through web portal**

Click on <https://www.ramauniversity.ac.in/rciie-36> to apply for start-up incubation at RCIIE.

Important links:-

Click on <https://www.ramauniversity.ac.in/rciie-36> for start-up plan ppt format.

- **Formation of Selection committee / Selection cum Investment committee**

As per the product and services idea and the sector and industry expert selection committee evaluate and shortlist the business idea.

- **Scrutiny of the project (By selection committee / Investment committee)**

The idea is scanned and a scrutiny is done for evaluating the feasibility of the business Idea.

- **Schedule for Business plan presentation along with required documents (If asked).**

If the project/idea/business plan found feasible in all aspects, A business plan presentation is scheduled for presenting the Idea in front of committee members.

- **Presentation and Interaction**

An opportunity for the entrepreneur to present their idea to the committee members in his/her own words, and to make the committee members visualize the vision of the entrepreneur.

- **Finalization of the project by committee**

The expert committee finalize the business idea to be Incubated by RCIIE or not. If not selected the promotor/entrepreneur will be advised accordingly.

- **If Selected- Letter of Intent is issued along with Instruction to incorporate company (If not incorporated)**

A letter of intent will be issued along with the process of company incorporation will be initiated by entrepreneur and RCIIE, along with formation of all the necessary legal documents, As per mutual consent of the promoter/entrepreneur an RCIIE.

- **Signing of terms and conditions between RCIIE and the start-up company**

- **Confirmation letter as Start-up is to be incubated with or without Seed funds**

As a final step of this process, a confirmation letter will be issued with details on seed money to be funded or to be incubated without any seed money. If being funded, details of total amount sanctioned and the time flow for fund requirement will be mentioned.

- **Orientation Programs. Space allocation, First phase of seed money disbursement as per the T & C signed**

Now the entrepreneur and RCIIE works together with the goals of betterment of society, the Nation and human being, along and profit making as a business sense.

Process Time and Schedules:

The complete process may take, a time up to 3-5 months, from date of application received through portal/RCIIE website.

The core committee meeting, and the presentation of business plan/ppt from promoters/entrepreneurs are scheduled every quarter in a year at RCIIE.

Contacts and Address for correspondence :

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