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Letter No. 704/EDI/EDC/WF-NEN/2016-17 dated 22.06.2016

Sir,

Sub: Entrepreneurship Development & Innovation Processes in
Universities/Colleges/Polytechnics/ITIs - Reg.

1. Entrepreneurship Development Institute, Government of Tamil Nadu, is promoting creation of Entrepreneurial & Innovative ecosystems in 100 Universities/Colleges/Polytechnics/ITIs. 112 colleges, assisted by EDI in the previous years, would also be included in this program. EDI is collaborating with WF-NEN to train and orient management and faculty in learning by doing methodologies and also in bringing in online Entrepreneurship learning to college campuses.

2. Objectives of this program would be as follows :

- Build capacity of college management and faculty to support and sustain E&I
- Create & build an entrepreneurial & innovative ecosystem with effective partnerships
- Initiate and sustain entrepreneurship competency development processes
- Catalyse and support product and process innovations within campus
- Create & support entrepreneurs within campus and in the community around.

3. This program will use a HUB and SPOKES model. Each *College Entrepreneurship & Innovation Hub* will support around 20-40 colleges. Your institution has been selected as CE&I Hub for conducting activities in colleges attached to you. Successful implementation of the program is based on structured set of activities on campus, ideation, opportunity evaluation and selection, and most importantly, management involvement in the whole process.

4. A detailed guideline for the program can be seen in **Annexure-I**. You may play a key role in ensuring that resourceful institutions apply under this program. Selection of colleges will be based on the advisory committee recommendations, largely centered on the willingness and commitment of applicant institutions. An online form has been provided for colleges to register their interest in the EDI website at <http://editn.in/pages/IEDP.html>.

- The first set of Training Programs to be undertaken by the Hub can be seen in Annexure- II & III

5. EDI expects your organization to act as a **Hub** in developing an entrepreneurial eco-system that will allow students to be exposed to entrepreneurship and have the opportunity to grow their engagement till they start thriving as entrepreneurial individuals and as entrepreneurs.

6. EDI will support Hubs with an administrative grant to enable them to hire the services of a Field Coordinator (FC) who will visit colleges every month by turn to motivate, support and organise activities @Rs 20,000 per month. The Field Coordinator is expected to visit colleges during the 3 months every semester for college level activities and organise FDPs during the lean period. Qualifications and Job Descriptions for FCs will be intimated separately. The administrative grant will cover Travel expenses of FCs @ Rs 5000 pm and Administrative expenses @ Rs 5000 pm. Under no circumstances shall the expenses claimed exceed Rs 3.6 lakhs per annum.

7. We request you to select a Field Coordinator with the qualifications and experience specified in **Annexure-IV** to the guidelines on or before 19th August 2016 and send us the CV for review.

8. The Hubs may select 2 Nodal E-Cell faculty members on the basis of the enclosed guidelines and send their names with CV by email (pmo-iedp@editn.in) latest by 17th August.

9. EDI will organise the Master Trainers program at EDI-Chennai in the fourth week of August in which the Nodal E-cell faculty members and Field Coordinators shall participate.

10. Please convey your acceptance by return mail/ letter. And seek any clarification from Dr.Rajagopal K. Nair, Program Manager (pmo-iedp@editn.in), Ph:7550022121)

Principal Secretary/Director.

To

1. The Director
PSG-Science & Technology Entrepreneurial Park (PSG-STEP)
C-Block, Ground Floor, PSG College of Technology
Coimbatore - 641 004,
Tamil Nadu. INDIA
2. The Director/ Co-ordinator,
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4. General manager
VIT-TBI
VIT University
Vellore, Tamil Nadu
5. The Dean
School of Management,
Sastra University
Thanjavur

Annexure-I

Entrepreneurship & Innovation Development Program in Higher Educational Institutions

Guidelines

1. Innovative and entrepreneurial culture of a country are often regarded as a country's greatest national advantages in an increasingly competitive world. This innovation infrastructure includes universities and colleges, research institutions, laboratories, and startup companies. The quality of these ecosystems has attracted many of the world's best and brightest people to pursue careers in R&D and innovation in such countries. Many of these same minds become leaders and entrepreneurs across these nations – creating cutting-edge innovation products and services and building our great companies. As nations compete with each other for leadership in innovation, colleges and universities are doing their part to maintain our leadership and to nurture more innovation, create processes and programs to commercialize innovations, and promote entrepreneurship as a viable career path for students. Universities use different approaches to encourage innovative thinking.

2. Colleges and universities across the world are nurturing innovation and entrepreneurship in unique ways - from creating educational value and outlets for their students to providing new economic opportunities for their local economies. A large number of colleges and universities offer practical entrepreneurship programs. Although universities are starting at different places, their ability to mobilize their communities to become entrepreneurial is vital in creating a legion of high-growth startups. By engaging a broad yet diverse swath of the university community (students, faculty, alumni, local business and civic leaders) in entrepreneurship activities, universities and colleges aim to catalyze more solutions to major societal and economic problems—from inside and outside the lab—and to create an infrastructure supporting startup creation.

3. Government of Tamil Nadu Vision 2023 released by Honorable Chief Minister in 2013 identifies ten thrust areas which form the basis of acceleration in the economy and achievement of the long term goals. The relevant three among the ten thrust areas are described below:

Strategic initiative 1 – Increasing the share of manufacturing in TN economy:

Strategic initiative 2 - Making SMEs vibrant

Strategic initiative 3 - Making TN Knowledge Capital and Innovation hub of India

Key steps that Government will take to make Tamil Nadu a hub for knowledge are as follows:

- i) Evaluate the major universities in the state across all disciplines and invest in revamping the core assets and facilities, getting more qualified faculty, setting up new facilities that may be required, and making the curriculum and pedagogy more up-to-date and relevant to the disciplines in question.
- ii) Establish with own resources and / or with industry partnership about ten world class institutions (Centres of Excellence (CoE)) in different areas, which become nodes of research, industry partnership, and innovation, by upgrading existing centres of research and higher learning (where such a centre exists) and by establishing new centres. The different areas of focus for their CoEs such as Automotive Technology, Solar and Clean Energy Technology, Biotechnology, Agricultural Practices, Water Resources Management, Construction Management, Lifestyle Diseases, Aerospace, Basic Sciences, Nano-Technology, Social Sciences
- iii) Government could give a further boost to innovation by setting up an Innovation fund that works at several levels to foment innovation in the state.

4. Taking note of the Vision 2023 statements of the Government of Tamil Nadu, the Entrepreneurship Development Institute (EDI), has launched a ***comprehensive program for entrepreneurship and innovation development for all colleges, polytechnics, ITIs, etc.***

Objectives of this program would be as given below :

- Create a positive and dynamic Entrepreneurship & Innovation ecosystem within and around higher education institutions
- Build entrepreneurial and innovation competencies of faculty, students and alumni
- Support growth and graduation of new high impact enterprises of students, alumni and locals

- Incentivise and support creation and commercialisation of intellectual property
5. The program is founded on three important processes:
1. College Entrepreneurial & Innovation Ecosystem Development Processes
 2. Faculty & Student Entrepreneurship Competency Development Processes
 3. Faculty and Student Innovation Promotion Processes

College E&I Ecosystem Development Processes

6. E&I processes in colleges are possible only if top Management, consisting of Chairman, Management Committee members (in-case of private institutions) and Heads of the University or Institution are convinced of the idea. Creating an *Entrepreneurial Innovation Ecosystem* in Institutions would mean the following :

- *Throwing open doors* : building partnerships with E&I stakeholders
- *Breaking internal silos*: Institutional Team building of all faculty members
- *Incentivising E&I*: Defining Institutional Entrepreneurship & Innovation policies
- *Walking the Talk* : Committing resources including faculty, space, funds, equipment

7. The CE&I Hub would organise training programs to initiate, encourage and sensitize the managements of the college and educational institutions about the need to launch E&I processes in colleges with the objective of creating entrepreneurs within and around the campus and catalyse a thirst for innovation among the students. The hub has a key focus on identifying and developing such management leaders, faculty leaders and using their services to equip others with knowledge, skills, network connections. Some of the activities at the Hub that would be part of this process would be as follows:

- Top Management Orientation Workshops
- E&I-Cell Faculty Development Training – Induction
- Annual Workshops for ED&IC Coordinators
- Annual workshop for college E-club champions
- Regional Ideation and Prototyping contests

- Design Thinking workshops
- Business Modeling & Business Plan preparation workshops

8. After these training programs, the E&I Ecosystem System Development Process will be initiated in every college, leading to :

- *Management & Faculty training program within college* : leads to alignment of management and faculty and initiation of inter-disciplinary E&I activities
- *Formation of ED&I Council*: headed by Top Management with Industry, Banks, Research Institutions, successful entrepreneurs (including alumni) formed leading to formulation of Faculty & Student Entrepreneurship Policy, IP Policy and allocation funds, infrastructure & resources for E&I.

Student E&I Competency Development Processes

9. Once a favorable ecosystem for E&I has been created with the above steps, the stage is set for launching E&I activities within the campus. This process follows the logic that not all students are interested or are competent to be entrepreneurs. Many students would also be pre-disposed to entrepreneurship due to exposure to family business. Though the awareness process may expose all students to E&I, only a limited set of students will show competencies as well as willingness to tread this challenging path. The job of the E&I cell would be to rope in these talented youngsters and put them through E&I Competency Development processes through a series of activities that would last for 3 to 4 years they are in the campus, leading to launch of new businesses. The processes are listed below:

- *E&I-Cell formation* : space allocated, infrastructure provided, activity calendar announced, which may include Entrepreneurship Awareness & Assessment Camps, E-Learning, Business Model & Plan preparation camps, pitching fests for students who are ready with projects, etc.
- *Student E-Club formation & Activities*: Campus Companies & Learning by doing, Business Idea and Product Innovation Ideation camps, etc.

- *Formal electives on E&I* with credits for participation in the above activities: such as Design thinking, innovation, prototyping, creativity, etc.
- *Incubation facilities launched:* startup space for students and alumni, internship for students in incubated companies, etc.
- *Expands zone of influence to neighborhood:* with incubator providing advisory services for local MSMEs, incubation support to local MSMEs, provide technology support to local MSMEs, etc.

Faculty and Student Innovation Promotion Processes

10. Entrepreneurship & Innovation are two sides of the same coin. Bringing about innovation has never been as important as today, as the global economy shifts away from the industrial economy towards the innovation economy. Creating an innovation ecosystem is critical for the long-term success and quality of entrepreneurial activity. It is important to have a strong local base for entrepreneurship that is supported by regional economic development plans. Colleges and universities often are the centerpiece of regional economic development strategies because they are often the main the source of innovation, but also train the local talent base and workforce, and can connect various actors to drive a common agenda. Some of the key innovation processes to be supported in colleges would be :

- *Incentives & positive climate for Faculty and Students* to be creative, ideate, prototype and commercialise IP, through the instrument of the College E&I and IP Policy.
- *Innovation spaces within colleges* : Fablab or hacker spaces with freedom to create and experiment.
- *Creation of IP:* from R&D labs to focus on applied and translational research and geared to generate socially relevant innovations and patents
- *Commercialisation of Patents* already developed through businesses incubated in-campus or joint ventures with outside entrepreneurs
- *Tie ups with local industry*, especially MSMEs, prepare and implement joint research projects of mutual benefit.

College Application Process and selection criteria

11. Colleges will be required to apply online. Hubs will also in parallel motivate colleges to apply online, atleast at the rate of 20-35 colleges per hub.

12. The criteria for selection of the colleges would be as follows :

- The Colleges signed up for the Project will *commit to promote entrepreneurship & innovation*, including social entrepreneurship in their campuses and allocate required *human, financial and physical resources* to carry out the activities. An agreement will be signed among EDI-WF-NEN and the College;
- The institute will encourage all students interested in E&I activities, with an added focus on women and other under privileged classes;
- The institution shall allocate space for the E&I cell with 100 Mbps speed internet connection for providing e-learning courses to entrepreneurs; and
- Faculty Members attached to E-cell, allocated part-time work, would be paid a honorarium of Rs. 5000 per month by the institution allocated.

13. Colleges are in various stages of development in the E&I ladder. Hence, their requirements in terms of inputs and support would vary. Colleges will be segmented in pre-determined categories on the basis of the approach that *‘The more potential and commitment to contribute to the outcomes of the scheme, the more services will be offered to the institution’*. Segmentation is aligned to the goal of creating high performing ventures and jobs. Colleges that apply to register under the scheme will be selected based on pre-defined criteria, under the following categories based on the competence and capacity of the college. Colleges are divided into three categories based on their current capacity as well as level of outcomes.

<i>CATEGORY -1</i> <i>COLLEGES (Basic)</i>	<i>CATEGORY –2 COLLEGES</i> <i>(Advanced)</i>	<i>CATEGORY -3</i> <i>COLLEGES (Premium)</i>
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<ol style="list-style-type: none"> 1. Allocate 2 faculty/facilitators in year 1 and an additional faculty from year 2 onwards. 2. Have broadband connectivity of 100 MBPS, Audio/visual equipment & computers. 3. Enroll a minimum of 150 students. 	<ol style="list-style-type: none"> 1. Entrepreneurship programs running for 1 year 2. Track record of creating entrepreneurs with a minimum of 5 ventures by students and Alumni in the last 2 years 3. Access to 5 mentors (faculty, alumni) 4. Allocate 3 faculty/ facilitators. 5. Enroll a minimum of 200 students. 	<ol style="list-style-type: none"> 1. Entrepreneurship program running for 3 years 2. Current or past students have created 15 ventures in the last 3 years. 3. Access to 10 mentors. 4. Enroll a minimum of 300 students.
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Faculty Selection process

14. At least 2 faculty per institute will be trained to facilitate entrepreneurship programs including experiential learning on the campus. Team will consist of:

- 2 Faculty facilitators in year 1
- One additional faculty from year 2 onwards
- Total of 3 Part-time faculty facilitators per college subsequently
- There is no restriction on number of faculty and as many interested faculty may be permitted to join the E&I – cell team as long as they are willing and competent.

15. Faculty should meet these criteria to be selected to head or be part of the E&I-cell :

- Young Asst Professors from any faculty with entrepreneurial drive, preferably below 35 years of age and with willingness to allocate extra time for entrepreneurship activities, may be selected.

- Declare interest & commitment in teaching entrepreneurship and help develop students' interest in entrepreneurship & innovation
- Have basic knowledge of entrepreneurship & innovation concepts, skills and teaching methods
- Be tech savvy with familiarity to online learning & teaching tools
- Ability & interest to mentor and guide students in their entrepreneurial quests
- Be resourceful, facilitate and lead experiential programs on campus
- Flair to network, interact with the entrepreneur/innovator community; invite and moderate entrepreneur talks / interviews
- Preference given to faculty already leading courses and workshops on E&I and actively supporting student entrepreneurship clubs

16. Faculty involved in E&I cell may be graded based on the capabilities and competencies as detailed below

Levels	Basis for categorization	Description	Desired Outcome
Professional startup mentor	1. Mentoring entrepreneurs and facilitating input from relevant experts.	Regional Mentor and advisor for students & local MSMEs	Supports pipeline of entrepreneurs within and outside the institution
	2. Leading workshops or courses for entrepreneurs.		
	3. Advisory & consultancy services for operating startups and		

	local MSMEs		
	4. Runs incubation facilities		
Teaching/Running Intense Program	1. Teaching course(s) for students & aspiring entrepreneurs	Teaching entrepreneurship or running intense experiential programs for students	Pipeline of entrepreneurs created
	2. Teaching/leading a series of workshops for students & aspiring entrepreneurs		
	3. Leading programs that provide intense real world experience for the aspiring entrepreneurs (e.g. Campus companies, student enterprises, internships with start-ups or VC firms)		
Structured Programs	1. Running programs that impart key concepts, develop a skill or develop the ability to use an entrepreneurial tool. Programs can include e-talks, games,	Running structured activities for students	Increased interest and engagement in entrepreneurship

	activities, etc.		
	<p>2. Supporting the E Cell as Faculty Advisor which includes</p> <ul style="list-style-type: none"> - Guiding, facilitating and supporting E-Leaders as they develop the management structure of the E Cell, and identify and execute the activities - Facilitating the support of the institute and management for running E Cell activities 		
	<p>3. Signed up as Entrepreneurship Faculty Leader and declared self commitment</p>		
Basic	No experience in entrepreneurship	Declared their interest in teaching entrepreneurship; helping develop students' interest in	Spread awareness and inspire students

		entrepreneurship	
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Schedule of events

17. The following will be the schedule events for the program in 2016-17:

Sl	Activity	Dates	Responsibility	Location
1.	Call for applications	July 21-Aug 8th	EDI	Online
2.	Regional Hub Coordinators Workshop	August 8 th	EDI & WF-NEN	EDI Chennai
3	College Selection finalisation	August 11 th	EDI & WF-NEN	EDI Chennai
4	Master Trainers Program (WF-nen trainers 1 day freshers (advance faculty) recommended by EDI 2 day course)	August fourth week	EDI & WF-NEN	EDI Chennai
5	Top Management Program for strategic implementation	August 19 th	EDI & WF-NEN	Hub
6	E-Cell Faculty Training Program	Aug second week recommended	EDI & WF-NEN	Hub
7	E-Cell launch & E&I Activities	September	EDI & WF-	Colleges

College Entrepreneurship & Innovation Development Program

	commence at colleges		NEN	
8	Student E- Club Leaders training	August – 1 st week of Sept recommended	EDI & WF-NEN	Hub
9	Regional Ideation contest	September end	EDI & WF-NEN	Hub
10	R&D managers workshops	January	EDI	EDI
11	Workshops for Startups	January	EDI – WF-NEN	EDI
12	FDP on Design Thinking & Prototyping	February	EDI	PSG-STEP
13	Business Modeling and Business Plan preparation workshops	February	EDI-NEN	Hubs

Monitoring & Evaluation – by EDI &WF- NEN

18. An *Advisory Committee for Entrepreneurial & Innovation Ecosystems in Universities and Colleges* will be formed by EDI to brainstorm, develop and refocus strategies to achieve the objectives of the program. The Committee of about 10 persons will be chaired by Director EDI and comprise of EDI representative, WF-NEN representative, Academics, Successful Entrepreneurs and Scientists.

19. Work of Field Coordinators will be reviewed every week over Skype by the Program Manager (PM-IEDP) for which an online Google form based reporting system will be put in place. Further, the Hub Coordinator is also expected to do video conferences with spoke colleges

once in 3 months and speak with the college top management where performance is not up to the mark. The PM will also undertake field visits to colleges and Hubs to review progress.

20. Monitoring of progress requires setting up suitable indicators:

Sl	Objective	Indicators
1	Create a positive and dynamic entrepreneurship & Innovation ecosystem within and around higher education institutions	<ol style="list-style-type: none"> 1. College E&I Council 2. Funds allocated 3. Faculty associated with E-cell 4. Space allocated 5. Incubator availability
2	Build entrepreneurial and innovation competencies of faculty, students and alumni	<ol style="list-style-type: none"> 6. Attendance in MOOCs 7. Students in E&I electives 8. E-Club activities 9. Ideation camps 10. Prototyping
3	Support growth and graduation of new high impact enterprises of students, alumni and locals	<ol style="list-style-type: none"> 11. Businesses incubated 12. Investment in incubated businesses 13. High growth businesses graduated 14. Employment from incubated businesses 15. Employment from graduated businesses
4	Incentivise and support creation and commercialisation of intellectual property	<ol style="list-style-type: none"> 16. Patents filed 17. Patents commercialised 18. Business formed from IP 19. Revenue Generated from IP

Funding

21. Government of Tamil Nadu will fund capacity building programs and support a few critical activities in colleges. Selection for and funding for these activities would be available based on need and the stage of progress. Funding from Govt. of Tamil Nadu through EDI will be available only for the following:

- **@ Hub**
 - Top Management Orientation Workshops
 - E&I-Cell Faculty Development Training – Induction
 - Annual Workshops for ED&IC Coordinators
 - Annual workshop for Student E-Club leaders
 - Regional Ideation contests
 - Design Thinking and Prototyping workshops
 - Regional Business Model & Business Plan preparation camps

- **@ College**
 - Faculty Orientation Program (only Resource person fee)
 - Ideation Contest Awards (only awards)

[Note: The funding at Hubs and Colleges as detailed in para 21 is already included in the budget for schedule of events under para no. 17.]

22. In addition, there are a number of funding lines available for colleges and Hubs from the following sources for certain specific innovation activities in colleges under the following Government of India programs:

- AICTE (www.aicte.gov.in)
- DST (www.dst.gov.in)

- NSTEDB (www.nstedb.com)
- BIRAC (www.birac.nic.in)
- DEITY (www.deity.gov.in)
- Atal Innovation Mission (NITO Aayog) (www.nitaaayog.gov.in)
- UGC

ANNEXURE-II

WORKSHOP FOR COLLEGE MANAGEMENT/DEANS/PRINCIPALS ON CREATING AN ENTREPRENEURIAL COLLEGE

(WF-NEN & EDI will lead this program)

OBJECTIVES:

To sensitize top management on need to introduce E&I processes within their colleges, benefits thereof and methodology/options available to them.

TARGET GROUP:

Management heads such as Chairmen or Vice Chairman for private institutions and academic heads such as Deans, Principals of Colleges, Polytechnics of Government Institutions

METHODOLOGY:

Half-a-day workshop engaging interactive discussion among the group and collecting expression of interest (EoI).

CONTENT:

- Entrepreneurship & Innovation : the why ?
 - Importance of Entrepreneurship & Innovation to Colleges
 - Tamil Nadu Vision 2023 : Making Tamil Nadu the Knowledge Capital & Innovation Hub
 - EDI & WF-NEN Strategic Plan for E&I in Educational Institutions
- Creating an Entrepreneurial Innovation Ecosystem
 - *Throwing open doors* : building partnerships with E&I stakeholders
 - *Breaking internal silos*: Institutional Team building of all faculty members
 - *Incentivising E&I*: Defining Institutional Entrepreneurship & Innovation policies
 - *Walking the Talk* : Committing resources including faculty, space, funds, equipment
 - *Best College E&I Practices* across India and the world
- Entrepreneur Competency Development Processes
 - Entrepreneurship awareness & exposure
 - Competency assessment & awareness
 - Experiential learning : Campus companies, Business Games
 - Electives & e-modules with credits for participation in E&I Activities
 - Ideation contests & competitions
 - Entrepreneurship Club
 - Picking the winners & Investing
 - Incubation facilities
- Catalysing Innovations
 - Promoting faculty & student innovation
 - Establishing R&D centres of Excellence with strong industry collaboration

- Actively supporting university technology transfer
- Monitoring and evaluating outcomes

Dates of the Workshop: August 2016

Venue: HUBs

No. of Batches/ Batch Size : 1/40

BENEFITS:

Top Management and Heads of the institution begin to favour idea of a Entrepreneurial & Innovative College.

Budget for each workshop:

Sl.No.	Expenditure	Rate	Amount (Rs.)
1	Honorarium to guest faculty (2 sessions)	1000x2	2,000
2	Lunch and refreshment	100x40	4,000
3	Misc/contingency expenses		4,000
4	Total		10,000

ANNEXURE – III

E-Cell/IEDC FACULTY DEVELOPMENT PROGRAM

OBJECTIVE:

- To understand need for entrepreneurship & innovation in Colleges
- To create and provide support mechanisms for start ups
- To understand role of ED&ICs in Entrepreneurship.

TARGET GROUPS:

Coordinators of EDCs into training for first time.

METHODOLOGY:

3 Days Programme with four sessions each with provision for lunch.

Programme date for FDP: September 2016

Venue: HUB

Content : NEN EEP Module

BENEFITS:

Coordinators of E&I Cells/IEDCs will be enlightened on the need for ED&I Councils in Colleges, learn learning-by-doing methodology of E&I teaching (Campus companies, Business Games, Ideation & Innovation contests..), E&I cell (setting up, services offered, partnership with outside experts, etc.), E-Clubs (formation, facilitation, events, etc.)

No. of Batches/Batch Size : 1/40

Budget Estimate for each FDP

Sl. No.	Expenditure details	Rate	Amount (Rs.)
1	Honorarium to guest faculty (12 sessions) Rs. 1500/- for continuous session	1000	9,000
2	Course material, kit	300	9,000
3	Certificate Printing	50	1,500
4	Lunch & Refreshment expenses	100	9,000
5	ETC charges including hall, AV equipments		6,000
6	Industrial visit		5,000
7	Inauguration and valedictory expenses, Photos, Misc/contingency expenses		5,000
8	Administrative cost to Hub		5,000
9	Total		49,500

Annexure-IV

Qualifications and Job Description for Field Coordinators

1. Name of the post : Field Coordinator
2. No of posts : 1 @ each Hub
3. Education & other qualification:
 - a. Education: Master's Degree in any stream with business management expertise
 - b. Experience: 8-10 years of experience in a Project Management role with a proven track record of on-ground Project and Channel Management and Business development. With at least 5+ years in the education/start up industry
 - c. Desirable profile:

The candidate should have demonstrated ability to action-orientation & hands on approach. It is expected that an ideal candidate has a good understanding of the education industry and areas of entrepreneurship development and training with a thorough understanding of the start up ecosystem. Excellent customer service and networking skills and an analytical bent of mind is desirable. The candidate should be a strong team leader as well as a team player with excellent interpersonal and communication skills.

Role

The Field Coordinator will ensure the smooth implementation of the project. He/she will be responsible for the on-ground implementation of the scheme at the Colleges through the network of Nodal Hubs. Specific responsibilities include,

- Oversee deployment of programs in specific regions
- Responsible for the Nodal hub's development & training
- Monitor and measure program effectiveness and provide feedback
- Track effectiveness of the programs, develop dashboards and performance reports on a monthly, quarterly and annual basis
- Responsible to deliver outcomes from the given region
- Relationship management and interfacing with different stakeholders including partners, colleges, Govt. and other organizations
- Develop and execute project implementation roadmap, including policies and strategies
- Develop annual operating plan/s including monthly, quarterly and annual deliverables and outcomes for the nodal teams
- Ensure training and course corrections for the success of team members
- Establish sound working relationships and cooperative arrangements with the hubs, institutes, community groups and organizations

- Represent the Organization at appropriate platforms and vis-à-vis relevant stakeholders

Job duties:

a) Outcomes

- Own & deliver outcomes from respective regions including ventures created and Jobs created
- Coordinate with the nodal hubs to measure & track impact

b) Hubs development

- Responsible for developing and managing the assigned Nodal Hubs & other partner Organizations in the region
- Facilitate access to different resources from within and outside the organization
- Facilitate the capacity development of Nodal hubs
- Initiate and lead collaborations, networking & training programs on ground
- Engage with entrepreneurship organizations, incubators and other support organizations
- Provide timely feedback and relevant information regarding market needs to the Product Development team
- Oversee deployment of all training programs in the respective region

c) Grow Network & Resources

- Develop and engage the relevant stakeholders including institution heads, faculty, mentors, investors, incubator managers and experts
- Facilitating networking and connections between stakeholders
- Document best practices, impact and share market information

4. Reporting to: PMO-IEDP through Hub Coordinators