

From

Director General, Higher Education
Panchkula, Haryana

To

The Principals of Colleges of Excellence (as per list attached)
Haryana

Memo No. 29/6-2018 Co (1)

Date 13/6/2019

Subject: Launch of Annual Startup Competition - Startup Pratiyogita (SUPRATI)

Kindly refer to the subject cited above.

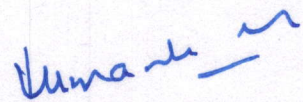
The Government of Haryana and Department of Higher Education are committed to developing a conducive environment for the Startup ecosystem and promotion of Entrepreneurial Education in Colleges and Universities in the State. Accordingly the Department has come up with policy of setting up incubators in Colleges and Universities across the state. These initiative have been undertaken to ignite the passion for Entrepreneurship amongst Higher Education students and helped them in identifying and developing their entrepreneurial skills and making them self-reliant.

The Department now proposes to launch an Annual Startup Competition - Startup Pratyogita (SUPRATI) from July, 2019 in 31 Centers of Excellence Government Colleges in the first phase. The implementation will be done in four phases - Announcement and Awareness, Submission and Screening, Final Selection and Award Ceremony.

To motivate startup culture in state, Start-Up Pratiyogita Haryana-2019 is the first step in this direction and will be first of its kind initiative in the region. Shortlisted students/teams will be awarded with INR 5 lac of seed money in state level function.

It is therefore requested to go through the guidelines attached and encourage students to participate in the competition and make the event a great success. For any clarification, you are requested to be in touch with following associates:

- i Mr Atul Uniyal, Consultant- 8847252405.
- ii Mr Ankit Bhardwaj, Consultant- 9876989516.


Deputy Director (Coordination)
For Director, Higher Education
Haryana, Panchkula

Start-Up Pratiyogita (SUPR) Haryana-2019

I. Preamble

India has long been a hub of entrepreneurial activity. Today, with its unique and significant demographic advantage, it is more important than ever for India's policymakers to encourage and support Innovation and Entrepreneurship in the country. The Government of India, under the directive of current Prime Minister Shri Narendra Modi, has undertaken several initiatives and policy measures to foster the entrepreneurial ecosystem in the country as transformative measure for economic growth and job creation.

The Government of Haryana is equally committed to developing a conducive environment for the startup ecosystem to thrive in the State. With rapid technological advances and the evolving business landscape, it has become increasingly difficult for Startups to succeed independently and in isolation. Therefore the Government of Haryana has introduced the Haryana Entrepreneur and Startup Policy 2017 to incentivize and support Entrepreneurs.

II. Entrepreneurship in Higher Education, Haryana

One of the primary focus areas for the Government of Haryana and the Department of Higher Education is the promotion of Entrepreneurial Education in Colleges and Universities through curriculum upgradation and extra-curricular facilities such as the newly launched Entrepreneurial Development Clubs (EDCs). The Department endeavors to build awareness and provide the necessary infrastructure and holistic support necessary for Higher Education students to become successful Entrepreneurs.

Furthermore, to nurture budding entrepreneurs, Department of Higher Education has come up with policy of setting up incubators in Colleges and Universities across the state. The Department of Higher Education has set-up a state of the art incubator with overall 3000 square feet of shell space in Government College, Sector 1, Panchkula. The incubator has a seating capacity of 80, recreational area (for 50 people), Wi-Fi, mentoring room, mini-cafeteria etc. Various events including mentoring, pitching evenings, boot-camps, workshops for building the network of entrepreneurs are held at the Incubator. Further department is setting up similar four incubators in Kamal, Gurugram, Hisar and Faridabad.

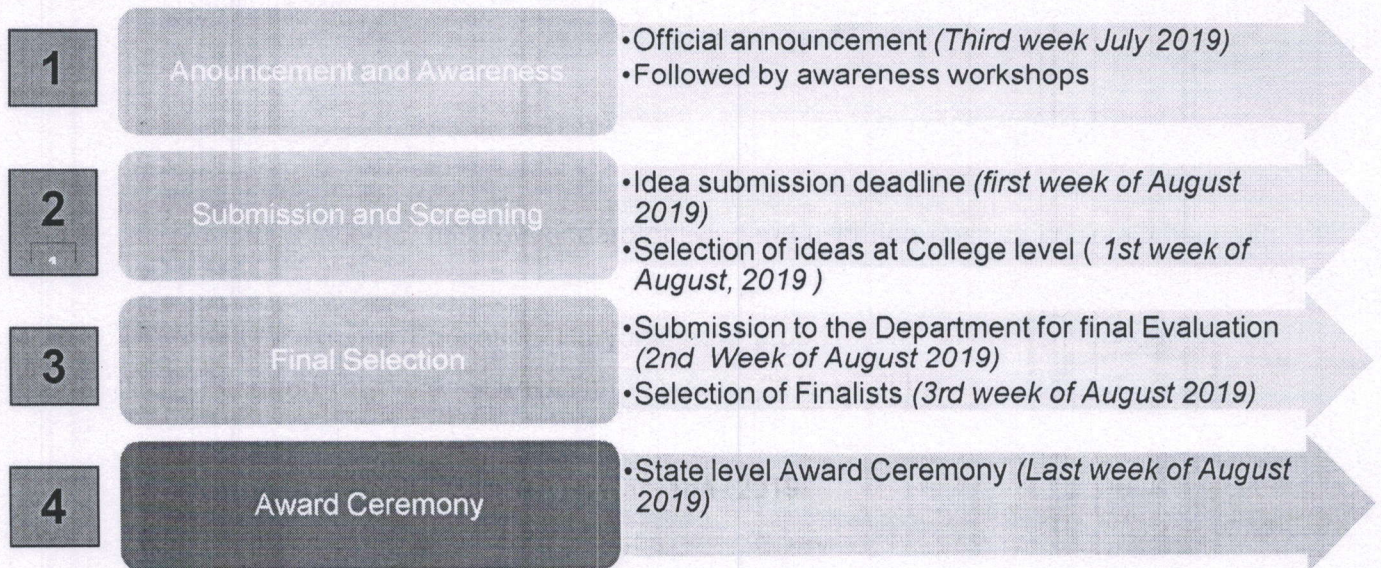
These initiatives have been undertaken to ignite the passion for Entrepreneurship amongst Higher Education students and to help these students identify and develop their entrepreneurial skills while working towards resolving social-economic problems in the field of healthcare, education and infrastructure amongst others. Empowering youth and making them self-reliant, job-creators instead of job-seekers, will contribute significantly towards reducing unemployed,

increasing per capita income, raising standard of living and ushering positive societal change in Haryana.

The Department of Higher Education Haryana now proposes to launch an annual startup competition - Startup Pratiyogita (SUPRATI) from June, 2019 in all the colleges and universities in the State.

III. Startup Pratiyogita (SUPRATI) Haryana- 2019

The proposed competition will have **four phases**.



Phase 1 – Announcement and Awareness

In Phase 1 the Competition and proposed Schedule will be announced to the college students in the **Centers of Excellence**. Interested students will be encouraged to attend awareness workshops to gain a better understanding of Entrepreneurship, Startups, how to generate and conceptualize business ideas, how to create a Business plan and how to develop a business model.

Timeline: July 2019, third week

Phase 2 – Submission and Screening

Qualified (refer to Appendix 1) students (individuals or teams) who are interested in participating will be assigned a mentor who will guide and assist them in formulating their business plan. The individuals/teams will submit their business idea and business plan (refer to Appendix 2) in a pre approved format to the designated nodal officer at the College. A nodal officer will be appointed by each college to ensure successful implementation of plan.

Submission deadline: August 2019, first week

Once submissions are closed a judging panel comprising of,

- Principal of College
- EDC Coordinator of College
- Senior Faculty Member
- Industry representative (NASSCOM, FICCI, local industrial or enterprise lead etc.)

will be convened to shortlist the best idea based on pre-established criteria(refer to Appendix 3). Each college will select three ideas and will forward one best idea to the department for final selection.

Phase 3–Final Selection

In Phase 3 the one best idea from the 31 Centers of Excellence will be sent to Department of Higher Education for final evaluation. A panel at Department of Higher Education will review the shortlisted ideas to find the top 5 business ideas.

Proposed panel:

- Representative from Department of Higher Education
- Principal(s) from leading colleges
- Representative form Start-up Accelerator Chamber
- Industry representatives (NASSCOM, FICCI, Regional industrial leads etc.)
Members from Department of Industry and Commerce or IT
- Consultants

The 5 finalists will be announced and invited to attend a State level Award Ceremony.

Timeline: August 2019, third week

Phase 4 (Final Round) – Award Ceremony

In Phase 4, the final round, the top 5 shortlisted startups will be invited to attend the State Award Ceremony and present their ideas.

Timeline: August 2019, last week

IV. Outcome (benefits to be awarded)

The 5 winners of Startup Pratiyogita 2019 will be eligible for the following benefits.

1. **Fiscal benefits:** Seed money 5L by department of Higher Education, Haryana
2. **Infrastructure support-** Plug and Play services in State Level Incubator for business support services
3. **Industry connection-**Liaise with industry experts to provide mentorship support for the startups
4. **Funding Support-**Connection with Angel investors to raise funding or arrange scale-up funding

5. **Promotion-** Facilitate and promote participation in startup exhibitions across countries
(2 international and 3 national)

Additionally, the top 31 startups (from Phase 2) will get a chance to exhibit at a designated Startup event organized by Department of Higher Education at the State Level Award Function.



Appendix 1: Eligibility criteria for students

1. Applicants may submit as an individual and (or) a team and no upper cap for team size
2. Applicants should be enrolled for a program of full-time study at the participating institution
3. Team can comprise members from multidisciplinary and different academic years
4. Faculty can be included in the team but the role must be limited to advisory/mentoring
5. Existing student entrepreneurs with innovative and implementable business models with a proof of concept of the innovation can apply under this category

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Appendix 2: Submission format (Phase 2)

Participating individuals/teams will submit an Executive Summary (in PDF format) and a Presentation (in PowerPoint format) to the Committee

1. A PowerPoint presentation, maximum 10 slides, should include,
 - a. Introduction to Business Idea or Concept
 - b. Key Product(s) and or Service(s)
 - c. Size of the business opportunity (in INR)
 - d. Target market, potential clients/customers
 - e. Unique Value Proposition or Competitive advantage
 - f. Competitor analysis and Barriers to entry
 - g. The one year plan – launch, production, operations, go-to-market, customer acquisition, distribution and servicing
 - h. Financial model
 - i. Capital structure
 - ii. Cost analysis (prediction for first 3 years)
 - iii. Revenue (prediction for first 3 years)
 - iv. Estimated year of break even profitability
 - v. Funding requirements
 - i. Team, Advisors, Investors
 - j. The Social Mission (if any)
2. An Executive Summary (in PDF format) of maximum 10 pages covering the Business Plan in detail
3. Scanned Signature of team leader and team players
4. Other documents such as innovation, proof of works, images etc. (if available) in a single PDF document.

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Appendix 3: Evaluation Criteria

#	Parameter	Maximum Marks
Problem and Solution		
1	Does the business idea solve an existing need or problem in the market?	10
The Product and/or Service		

2	Is the product/service business feasible and scalable?	10
3	Is the product/service unique?	10
4	Is it a necessity (preferable) or a luxury?	10
Market size		
5	Is the participants evaluation of market size realistic?	10
6	Is the participant solving a big enough problem?	10
Industry Trends		
7	Is the demand for the participant's product or service likely to increase in the future?	10
8	Does the participant display an understanding of the market/industry it wishes to enter?	10
Competitor Analysis		
9	Will the Startup face a lot of competition?	5
10	Is the participant aware of the competitors and their operations?	5
Financial Model		
11	Does the participant display a good understanding of financials including capital requirements, costs and revenues? Is the business likely to be profitable?	10

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LIST OF GOVT. COLLEGES AS CENTRES OF EXCELLENCE

Sr.No.	Name of the College	Affiliating University
1.	Govt. College, Ambala Cantt.	KUK
2.	Govt. College, Bahadurgarh	MDU, Rohtak
3.	Govt. College, Bhiwani	MDU, Rohtak
4.	Govt. College for Women, Bhiwani	MDU, Rohtak
5.	Govt. College, Faridabad	MDU, Rohtak
6.	DGC, Gurgaon.	MDU, Rohtak
7.	Govt. College, Sector-14, Gurgaon	MDU, Rohtak
8.	Govt. College, Hansi	KUK
9.	Govt. College, Hisar	KUK
10.	Govt. College, Jhajjar	MDU, Rohtak
11.	Govt. College, Jind	KUK
12.	Govt. College for Women, Jind	KUK
13.	Govt. College, Karnal	KUK
14.	Govt. College for Women, Karnal	KUK
15.	Govt. College, Kalka	MDU, Rohtak
16.	Govt. College, Mahendergarh	MDU, Rohtak
17.	Govt. College, Narnaul	MDU, Rohtak
18.	Govt. College for Women, Narnaul	MDU, Rohtak
19.	Govt. College, Narwana	KUK
20.	Govt. College, Panchkula	KUK
21.	Govt. College, Rohtak	MDU, Rohtak
22.	Govt. College for Women, Rohtak	MDU, Rohtak
23.	Govt. College, Sirsa	CDLU, Sirsa
24.	Govt. College, Tohana	KUK
25.	Govt. College, Tauru	MDU, Rohtak
26.	Govt. College for Girls, Panchkula	KUK
27.	Govt. College for Women, Faridabad	MDU, Rohtak
28.	Govt. College for Girls Mohindergarh	MDU, Rohtak
29.	Govt. College for Girls Hisar	KUK
30.	Govt. College Sec-9 Gurgaon	MDU, Rohtak
31.	Govt. College Kaithal	KUK