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Subject: Celebrate Student/Alumni Innovators and Start-ups to inspire others and create a strong culture of Innovation and Entrepreneurship at your university

Dear Sir/Madam,

AICTE has made significant efforts to create Start-up ecosystem across its 10000 plus campuses and now MHRD is gearing up to scale it across 900 plus universities in the country. Honourable Former President had launched the national student start-up policy of AICTE in 2016 at Rashtrapati Bhavan. Subsequently Honourable Governors of 17 states have shown keen interest to see that universities in respective states take necessary measures to create vibrant student start-up culture across their campuses. To take a sustainable leadership in this mission, each university should celebrate Student/Alumni Innovators and Start-ups to inspire others and create a strong culture in every university. Each university should take few measures as mentioned below.

1. Make special arrangements to exhibit efforts of student innovators and start-ups in key university programs/functions like convocation, foundation day and other similar occasions.
2. Give away awards/citations/medals to best innovations/start-ups at University level every year during convocation or similar occasions.
3. Create a 'Wall of Innovators and Start-ups' at a key location at University premise so that it becomes aspiration and inspiration for young students/innovators/start-ups and visitors to your campus get a glimpse of your accomplishments in these endeavours. Create an exhibition space at key location of your premise where products/innovations of yours can be demonstrated.
4. Celebrate "Student Innovation and Start-up Day" on 15th October every year (Birth day of former President of India, A.P.J. Abdul Kalam) involving all stakeholders and primarily students
5. Give preference in goods and services procurements from competent Start-ups based on GFR and endorse them based on their merit after their validated demonstration in market.
6. Incentivise Innovators and Start-ups by sending them to various exposure workshops, capacity building programs, exhibitions, tradeshows etc. which will assist them significantly.

You may write to AICTE Start-up cell for any further support while executing the above at startup@aicte-india.org. I am keen to see your active leadership in spearheading the student start-up movement in your respective states.

Thank you and regards.

(Anil D. Sahasrabudhe)

To,
The Vice Chancellors of Technical Universities and All Universities with Technical Programs