



## **IIC Sponsored 1 Day Workshop**

On



### **Quiz on “Emerging Business Scenario in India”**

**March 14, 2023**

**under National Innovation and Startup Policy (NISIP) 2019**

**Organized by**

**Institution Innovation Cell (IIC), SMVDU**

**Shri Mata Vaishno Devi University**

**Katra, Jammu & Kashmir**

#### **Background**

Indian higher education system is considered as one of the largest in the world in terms of numbers of higher educational institutions (HEIs) and stands among top three of largest start up ecosystem. In last 10 years, Indian higher education system has grown by 79%. Presently, India has more than 41435 HEIs with annual enrolment of 28484746 students.

#### **Introduction**

Entrepreneurship and Start-up Policies play a vital role in the economic and social development of a nation. In fast developing economics like India, these policies are critical and very important for innovators, entrepreneurs and startups in overcoming barriers while trying to market their innovation and growth of startups from scratch to scale. Hon'ble minister of Human Resource Development has launched the 'National Innovation and Start-up Policy for students and faculty'. The Policy will be implemented by MoE's Innovation Cell and in coordination AICTE, UGC, state governments & UTs and universities, policy will be taken to ground for quick adoption by HEIs.

#### **About National Innovation and Startup Policy (NISIP)**

The 'National Innovation and Startup Policy (NISIP) 2019 for students and faculty in Higher Education Institutions (HEIs) was launched by former Minister of Education, Shri Ramesh Pokhriyal 'Nishank' on 11th September 2019 at AICTE, New Delhi. The National Innovation and Start-up Policy intends to guide HEIs to promote student driven innovations & start-ups and to engage the students and faculty in innovation and start up activities in campus. The policy aims at enabling HEIs to build, streamline and strengthen the innovation and entrepreneurial ecosystem in campus and will be instrumental in leveraging the potential of science, student's creative problem solving and entrepreneurial mind-set, and promoting a strong intra and inter-institutional partnerships with ecosystem enablers and different stakeholders at regional, national and international level.

#### **About Institution's Innovation Council (IIC)**

Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation amongst all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. MIC has envisioned encouraging creation of 'Institution's Innovation Council (IICs)' across

selected HEIs. A network of these IICs will be established to promote innovation in the Institution through multitudinous modes leading to an innovation promotion eco-system in the campuses.

### **SMVDU – Institution’s Innovation Cell**

To meet the MIC’s initiative to establish the Institution’s Innovation Council at Higher Education Institutions (HEI’s) SMVDU’s IIC (Institution’s Innovation Council) cell has been established. SMVDU has initiated the efforts for implementing the National Innovation and Start-up Policy (NISP) under the aegis of the Ministry of Education’s Innovation Cell (MIC). The policy aims at promoting innovation and start-up culture among the students and faculty of the university.

### **Quiz Competition**

- 1–2 teams from the school comprising of maximum of 4 students shall get register themselves before 10<sup>th</sup> March 2023.
- There will be rounds related to General Aptitude, Business Orientation, and Current Affairs.
- Register your team at:  
[https://docs.google.com/forms/d/e/1FAIpQLScl\\_VgUX7UCsAXix2-O6V\\_iuyWTNA3lsIrTjwuGi-1mk-ff5g/viewform](https://docs.google.com/forms/d/e/1FAIpQLScl_VgUX7UCsAXix2-O6V_iuyWTNA3lsIrTjwuGi-1mk-ff5g/viewform)
- Teams registering for the event shall bear expenses on their own.
- Certificates will be provided to all the members of teams registered for the event.

### **Target Group**

The primary target group for the course could be Students of Colleges, University Departments and Academic Institutions irrespective of stream.

### **Venue**

Lecture Theatre, Shri Mata Vaishno Devi University, Kakryal, Katra-182320, Jammu & Kashmir, India

### **Organizing Committee**

Dr. Suparn Kumar Sharma, Chairman and Dean Faculty of Management.

Dr. Jyoti Sharma, Convenor and Head, School of Business.

Dr. Deepak Jain, Coordinator and Assistant Professor, School of Business.

Dr. Rashi Taggar, Co-Coordinator and Assistant Professor, School of Business.

Dr. Syeda Shazia Bukhari, Organizing Secretary and Assistant Professor, School of Business.

Mr. Shahbaz Indu, Research Scholar, School of Business, [21dbu004@smvdu.ac.in](mailto:21dbu004@smvdu.ac.in)

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**ALL CORRESPONDENCE SHOULD BE ADDRESSED TO:**

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