



**Department of
Higher Education
Govt. of Uttarakhand**



**Entrepreneurship
Development
Institute of India
Ahmedabad**

Call for Proposals For Establishing Centre of Excellence Under Devbhoomi Udyamita Yojana

[An initiative of Higher Education Department, Govt of Uttarakhand]

1. Introduction

Devbhoomi Udyami Yojana, under the Department of Higher Education, Govt. of Uttarakhand, invites proposals to establish Centres of Excellence (CoEs) across the State. We seek collaboration with leading institutions interested in functional fields such as:



Tourism



AYUSH & Wellness



Women Entrepreneurship



Infrastructure



Herbal Medicine



**Handicrafts and Ethnic
Textile**



Artificial Intelligence



Machine Learning



Bio-Technology

**DEVBHOOMI
UDYAMITA
YOJANA**

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**Electronic and
Communication**



**Horticulture and
Forestry**



**Dairy and Milk
Production**



Healthcare



Agri-Food Processing



Education Technology



Financial Technology



Smart-Cities



Robotics



**Logistics, Drone and
Supply Chain**



**Film and
Entertainment**



**Research and
Into-tech**

2. Objectives:

- To inculcate the spirit of entrepreneurship through a functional business area such as Tourism, Women Entrepreneurship, AYUSH and Wellness, etc.
- To create Hubs and Spokes to implement Devbhoomi Udyamita Yojana and inclusive entrepreneurship development effectively. Centers of Excellence will act as Hubs and Colleges as Spokes.
- To develop a culture for innovative business creation, values and aspirations for entrepreneurship careers among college and university students through Centers of Excellence.
- To provide knowledge, resources, mentoring and handholding while setting up student-driven start-ups at the campus level.
- To support Centers of Excellences and colleges in bringing funding support

from the government and private sector to conduct ecosystem-building activities and start-up funding

- To support institutions in achieving niche in a functional business area [such as Tourism, Women Entrepreneurship, AYUSH and Wellness, etc.]
- To support student entrepreneurs in launching and sustaining start-ups
- To sanitize school students for entrepreneurial thinking

3. Approach and Mechanism of Centre of Excellence [CoE]:

a. Hub and Spoke Model:

- a. Each Centre of Excellence [CoE] will act as a Hub for a functional area such as Tourism, Women Entrepreneurship, AYUSH and Wellness, etc. and create at least 5 Spokes in neighbouring colleges.
- b. These Hubs and Spokes will help create awareness about entrepreneurship and entrepreneurial careers in schools near their campuses.
- c. The CoE [Hub] will be requested to register itself as a Section 8 Company or a Registered Separate Entity/Trust/Body so that a proposal for Incubation funding can be prepared and appropriate agencies can be contacted for funding support.
- d. The Hub [CoE] will allow its Spokes [colleges] to use its Library/Laboratory on a mutually convenient basis. An undertaking/declaration from the Hub will be sought when the Status of CoE is awarded.
- e. There will be an advisory of CoE comprised of the [1] Head of the Institution, [2] In-charge Devbhoomi Udyamita Kendra, [3] Devbhoomi Udyamita Yojana Coordinator, [4] Local Lead Banker, [5] An Entrepreneur, and [6] A Representative from Higher Education Department, GoUK.

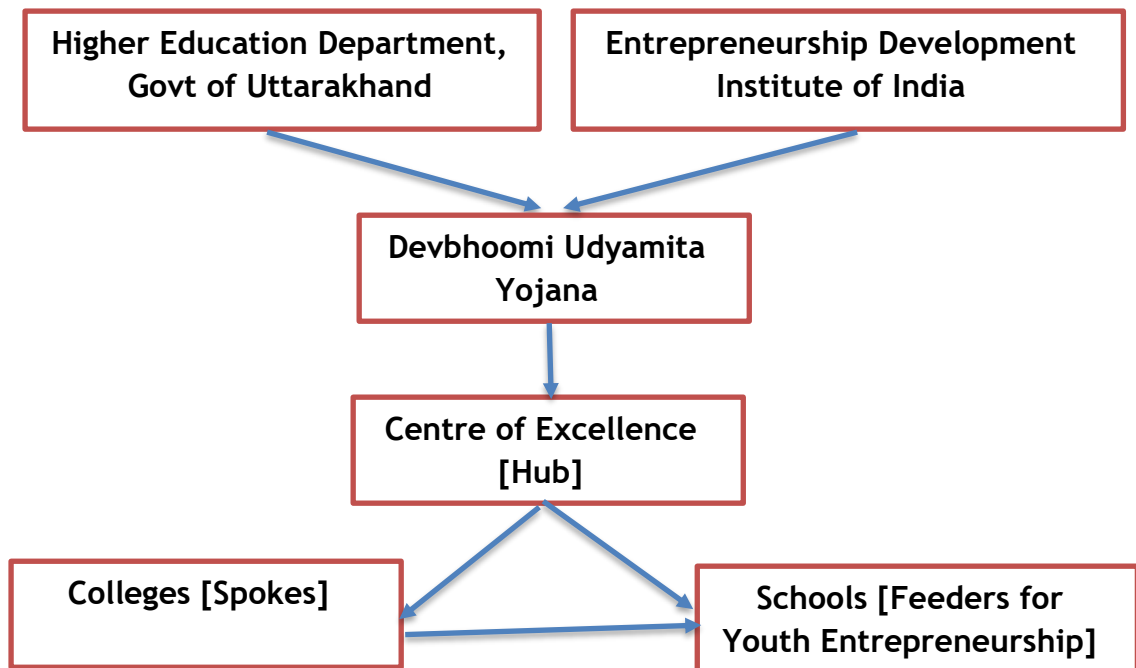
b. Student Start-ups: Each Hub (CoE) will create 100 Startups in five years and help them get funding and other support through Government schemes or private sector initiatives.

c. Patents and Copyrights: These Hubs and their Spokes will help students file 25 patents/copyrights over five years to create a favourable ecosystem in the state for entrepreneurship development.

d. Mentors Network and Ecosystem Building Activities: Both Hub and Spokes will create a pool of 50 business and start-up mentors in the functional areas they work with [such as Tourism, Women Entrepreneurship, AYUSH and Wellness, etc.] and engage these mentors with emerging youth entrepreneurs. Also, with support from these mentors, various activities [other than DUY-prescribed activities] aimed at entrepreneurship and start-ups are to be conducted at the campus level.

- e. **Signature Event at the Hub [CoE]:** The Hub [CoE] will conduct one Signature Event [such as Start-up Exhibition and Pitching] every year to create awareness about their efforts and sensitise society and ecosystem players for entrepreneurship development in the region.

Figure 1: Working Model



4. Activities of Hubs [CoEs]:

The selected Hubs [CoEs] are expected to play a pivotal role in:

- Conducting Sensitization activities for Youth and Student Entrepreneurship Development
- Encouraging innovation and solutions for business/social problems
- Organizing Workshops, Round-Tables, Seminars, Entrepreneurship Development Programmes, and Thematic programmes such as Digital Marketing, Supply Chain Management, Skills for Start-ups, Aspirants, etc.
- Conducting events to attract Start-ups, MSMEs, enterprises and Family-Owned Firms
- Providing mentoring support to their Spokes [Colleges] in conducting similar activities
- Acting as Ideation and Incubation Centre
- Filing Patents and Copyrights for their Institutions
- Developing a Mentors Network
- Supporting funding initiatives

- Providing support through labs and technologies
- Implement every activity assigned by Devbhoomi Udyamita Secretariat as per calendar and plan

5. Expected Outcomes:

The establishment of Hubs [CoEs] aims to achieve the following outcomes:

- Creation of 100 Startups in five years
- Provide support to start-ups in getting funding and other support
- Help students file 25 patents/copyrights over five years
- Create a pool of 50 business and start-up mentors in the functional areas they work with [such as Tourism, Women Entrepreneurship, AYUSH and Wellness, etc.]
- Engage these mentors with emerging youth entrepreneurs
- Conduct one Signature Event [such as Start-up Exhibition and Pitching] every year to create awareness about their efforts and sensitize society and ecosystem players for regional entrepreneurship development
- Enhance outreach of Devbhoomi Udyamita Yojana across the state
- Build an entrepreneurial culture and develop an entrepreneurial mindset among students
- Promote Entrepreneurship Education and Research
- Forge Mentorship Network and strengthening Industry connect
- Facilitate market linkages to Start-ups and existing ventures

6. Eligibility Criteria:

To be eligible for consideration, institutions must meet the following criteria:

- Established Devbhoomi Udyamita Kendra at campus
- Completed all assigned activities under Devbhoomi Udyamita Yojana as per Plans and Guidelines
- Dedicated faculty members or resource persons trained in entrepreneurship and allied areas
- Actively engaged in activities related to entrepreneurship development, Skilling and self-employment
- Dedicated Space [Meeting Room, Conference Room and Video Conferencing Facility [Optional], Laboratory [if needed] for the Centre of Excellence within the institution

7. Support provided to CoEs:

- Every year, Institutions will be awarded CoE status based on their nomination, followed by evaluation and assessment of their application
- Selected Institution will be provided a financial grant
- DUY Secretariat will handhold and support CoE to implement activities, CoE plans and implement

8. Proposal Submission Guidelines and Deadline:

- Interested institutions are invited to apply with a comprehensive proposal addressing the outlined criteria.
- The proposal should include the institution's expertise, experience, and capacity to fulfil the CoE role.
- Proposals will be submitted electronically to duy-uttarakhand@ediindia.org with the subject line: "CoE Proposal Submission - [Institution Name]."
- For inquiries and additional information, contact 0135 - 2974961.

Annexure 1: CoE Grant Summary

Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
Institutions Awarded CoE ¹ [In years 4 and 5, existing CoEs will be given additional grants]	10	10	10	5	5
Grant Per Institution [In Rs. Lakh]	5	5	5	10	10
Total Yearly Grant [In Rs. Lakh]	50	50	50	50	50

¹ In Year 4, Five Institutions will be selected from the pool of 30 Institutions [CoEs] based on their current and past performance, and a Grant of 10 Lakh will be awarded to each of the 5 Institutions. Similarly, in Year 5, another 5 CoEs will be selected from the pool of 25 (30-5=25) based on their current and past performance and a Grant of 10 Lakh each will be awarded.