

Entrepreneurship and IP Strategy
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Lecture 37
Various Government Policies

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A very warm welcome in the second module of week eight of the course Entrepreneurship and IP strategy titled various government schemes and policies. When we are talking about IP and entrepreneurship, as you know, there are various policies and schemes, government has announced and probably there are total almost 125 schemes are there and we will just look into these 10 schemes and if you get a chance, you can just visit the website of government and you can get information about all that 125 schemes, but to give a glimpses we will take example of this 10 schemes.

About the policies, I will suggest to you that the scenario is like that every state have a different policies for entrepreneurship and accordingly they are facilitating the IP activities. So, maybe you would, if you are interested wherever you are like residing accordingly you can visit that state policy and you can get the idea about how your government, state government is looking into entrepreneurship and the IP.

So, we will just concentrate now on the various schemes which are available. So, here are the 10 schemes like first scheme, it is about the support for international patent protection in electronics and information technology. Second scheme we will just discuss about will be the scheme to support IPR awareness workshops, seminars in E and IT sector, electronics and

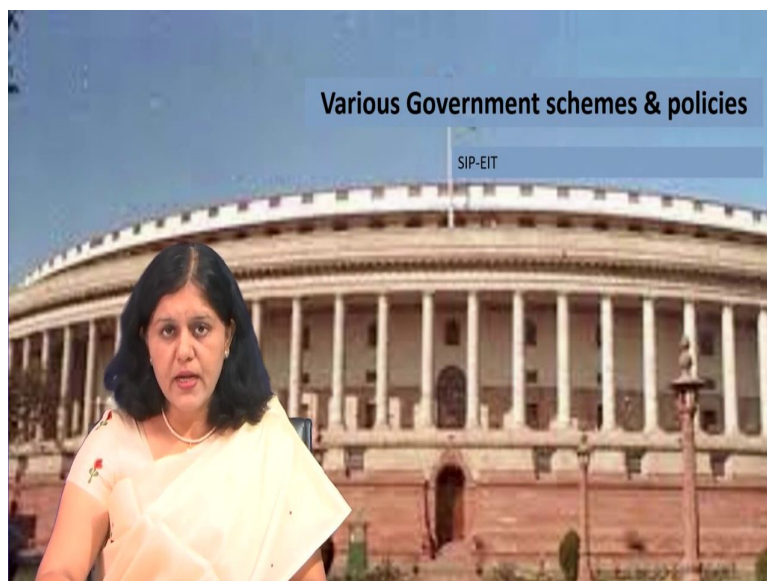
information technology sector, then a few things are there about woman, a stand up India for financing SC, ST and/ or woman entrepreneurs.

Then the another scheme which is there for woman is, woman entrepreneurship a platform WEP. Then the few schemes we have taken example of agriculture related that is a dairy entrepreneurship development scheme and then the agro processing cluster scheme is there but there are several other schemes which are available for agriculture.

Then for biotechnology, we are taking one example that is a biotechnology ignition grant, you can say 'b i g' or big whatever you want to say, but it is a biotechnology ignition grant and then the few more schemes we will discuss that will be promoting innovations in individuals, start-ups and MSMES prism, aspire a scheme for promotion of innovation, rural industries and entrepreneurship, entrepreneurial and managerial development of SMEs through incubators.

So, these are the 10 schemes, we will just go in a little bit details about these schemes, but as I have already said, you can visit the website and you can get the information about 125 central government schemes are there and you can just go through that and wherever your liking is there, passion is there, accordingly you can explore that particular thing, because these are sector specific schemes are there.

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Now, the first scheme we will look into like a support for international patent protection in electronics and information technology. Now, you will say whether it is necessary to get the have some scheme for that particular thing.

Absolutely, it is necessary because if you see the patent filing cost in international kind of a scenario if you see, it is very high and probably because of that only many inventors will not enter into that particular filing and because of the non-availability of fund, they may not be able to file or protect their invention in other countries and therefore, definitely this scheme will be very useful, but this is limited to electronics and information technology and you can if anybody is there from this kind of a background, they can use this scheme for their IP filing in foreign countries.

Now, to provide this, they will provide you the financial support and obviously that is most required to give an example, that in India if you are filing a patent, we have said that government fees like a 1650 online fee I am talking for individual and if you see the attorney cost it may range from like 1.25 lakhs, maybe it will start from something around 50,000 or around that particular thing and highest in, generally it is, it should be around 1.25 not more than that.

It is like you should also know about general costing, if it is going 1.25 you should ask why this extra cost is there or if PCT filing is there you should like restrict the costing professional, means government costs, means that is a WIPO cost is like \$100 and I guess if you it is a one form filing is there. So, I feel that it should not be a professional fee highest and for PCT filing I can give you the idea, so that you will be aware about what should be the filing fee for a PCT, it should not be more than 25,000.

So, if professional fee, that also I have given you the higher end actually 10,000 to 25,000 not more than that PCT filing, many people, and I will suggest that if you are filing PCT you yourself also can file PCT application that is simple to file. So, this is the idea about a Indian scenario, if you see the US filing actually.

So, if US filing is there, probably the attorney fees are very high there and therefore, you will require a support, but you have to check that how much like, what is a cap, what are the details of the scheme you have to go through so that you can see that government fee and then whether they are giving that attorney fee and all that thing.

But the general structure I am giving you that yes attorney fee is comparatively very high in US environment and therefore, if you are thinking of filing a form US kind of application, you should have at least minimum three lakhs in your hand, minimum I am talking that must be in your hand if you are filing some patent in US kind of a system or that kind of a territory.

Same thing is more or less in developed countries you can have a, you should have a fund around that particular figure only and you have to, and therefore, you can just imagine now that if you want to file a patent there probably you will require definitely a financial support and if that financial support is there definitely government motive is that yes, encourage inventors to do innovations because they are giving you a fees, which are the financial kind of support they are giving you and yes they are, they want to value, value the, that recognise that value and capabilities of global IP and obviously means it may help in ICT sector development.

Now, when we say the eligibility criteria for the same scheme, when we talk about it is expected that the applicant should be like a MSME means if he or she whatever is there, that it should be MSME kind of registration according to that act should be there or it may be a registered company kind of scenario may be there or it may be STP unit kind of scenario maybe or maybe like a applicant, maybe a technology incubation enterprise might be that or start-up kind of a scenario is there.

Any of this scenario is there MSME start-up individual, then yes, you are getting that particular support and then the few documents you may require for that especially the, like proof of registration means whatever that Udyog Aadhar or if you are a start-up that kind of a supporting document you have to give and then the yes, if you are going for international filing and if you have already filed that thing then you should produce that PCT file proof of that PCT filing or a Paris convention, whatever you have followed because you may go for a Paris convention or you may go for a PCT filing.

So, that proof you have to give and then the few other documents are there, patent search report probably they will ask you and already we have told you that if you are going for a patent filing, patent search report is always like a very important for you and you should go for that particular thing, before drafting off your patent only.

So, this is like a first scheme which is related to that supporting of finance to the electronics kind of and that kind of sector they are just supporting to that electronics and IT sector and you are getting that financial support for IP filing in a, out of India foreign country IP filing.

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The next thing we will concentrate on is a scheme to support IPR awareness workshops and seminars in same sector that is electronics and IT sector. Now, this is again, like announced by Ministry of electronics and information technology and they have launched this scheme to support IPR awareness workshops in, for sensitising and disseminating awareness about IPR among various stakeholders, especially in that sector only.

Now, it is a good thing that they are expecting to create IP awareness, so that at least the individuals will go for IP filing and what kind of support they are giving, they are giving a financial support and they have made some three categories in that like educational institutes and for educational institutes they are giving a support like two lakh, if industry bodies are there, then for CII, NASSCOM or that kind of for them they are giving a support like a three lakhs and if Meity society or autonomous bodies are there, they are giving support like five lakhs.

So, this kind of a financial as a support they will do for organising workshops and for IP awareness and yes, there is a particular procedure they have clearly given that procedure and they are also given the list of documents to be uploaded when they are going for that particular proposal. So, you have to propose that thing and they have given the format for proposal some under undertaking, then they have given terms and conditions.

So, probably if you visit the website of these schemes, government schemes you will get that all forms and details how they can, how that particular payment will be made and what are the requirements for the proposal.

Now, you can use this and maybe if probably if you are a academic, if anybody here who is like listening to this video and if you are from academic Institute probably this will be a good scheme, if you are engineering college and if you have that electronics and IT kind of specialization, probably this will be a good scheme for you to have some workshops in IPR and maybe, you can think of developing that IP awareness within your institute. So, this is about that mighty scheme for the IPR awareness.

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Now, moving further the next scheme is like a woman or a SC or ST candidate related scheme, that is a stand up India for financing SC and ST and or a woman kind of entrepreneurs that is that kind of a scheme is there.

Now, when we are talking about this kind of a scheme yes, the advantage is there, if you are a woman entrepreneur you are getting this advantage or if you are from background of SC or ST, then probably you will get this benefit and what that benefit is here is like stand up India scheme, it is giving you a like it facilitates bank loans between 10 lakh to one crore and that kind of facilitation is there that this range is there, that bank loan means generally for getting a bank loan, you have to follow certain procedures and all that thing.

But yes, if through this scheme that is SIDBI supporting this thing, if you are approaching to the bank through this scheme probably you will get the range like 10 lakhs to 1 crore that will be comparatively easy processing and you can get that loan and maybe the enterprise whatever they are categorising, that enterprise may be manufacturing, it may be a service or it

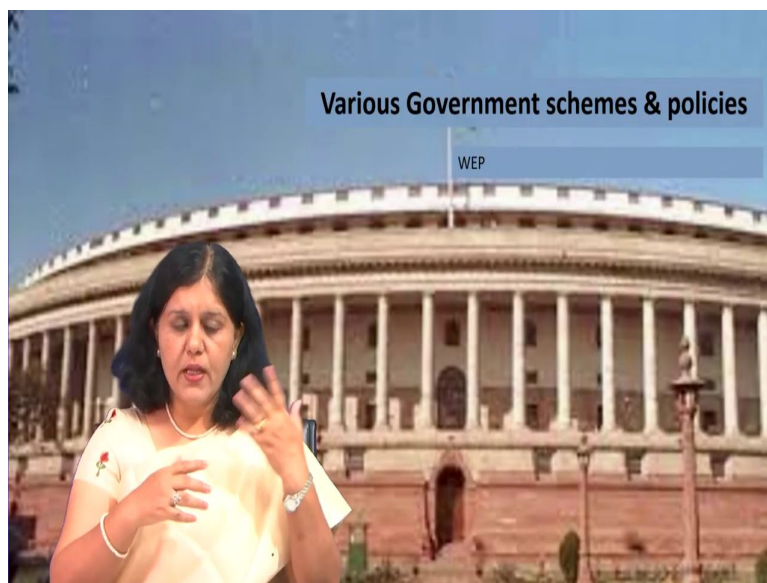
may be a trading sector and means, if that kind of category is there probably you are eligible for this kind of a support from the government to get the bank loan.

In case of a non-individual enterprises, it is expected that 51 percent of a shareholding and a controlling stake it should be held by either of this like, either SC, ST candidate or a woman entrepreneur. So, that kind of criteria is there or eligibility kind of criteria is there for this particular scheme.

Now, these loans which are there, which are given under this scheme is available for only a Greenfield project that is another kind of the point we have to remember that Greenfield that is a signifies in the context that the first time venture of the beneficiary in the manufacturing or service or trading sector and in case of a non-individual enterprises has already I have shared with you 51 percent shareholding of SC or ST a woman entrepreneur should be there.

And then the detailed procedure is there, the formats are there you can visit that website and you can get that different formats and you can go for that particular getting that loan off like, a that the limit is like up to 10 lakhs to one crore kind of thing.

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Then the next thing is about the woman entrepreneurship platform that is WEP, Niti Aayog has launched this thing, this platform, and it is for providing the ecosystem for budding and existing woman entrepreneurs across the country, SIDBI's partner with Niti Aayog and here kind of three pillars means that what this WEP, if you are thinking about that particular scheme, the three pillars whatever are clarified by Niti Aayog and SIDBI are like it Iccha Shakti, then Gyan Shakti and then the Karma Shakti.

So, they are saying that yes three and obviously means any entrepreneur if you see, we are well aware about these terminologies or words without that your entrepreneurship activities not like it will not come into the existence and we can understand this the meaning of this word like Iccha Shakti represents motivating aspiring entrepreneurs to start their business, Gyaan Shakti like obviously you are getting some knowledge kind of or the mentoring kind of thing through the expert and all.

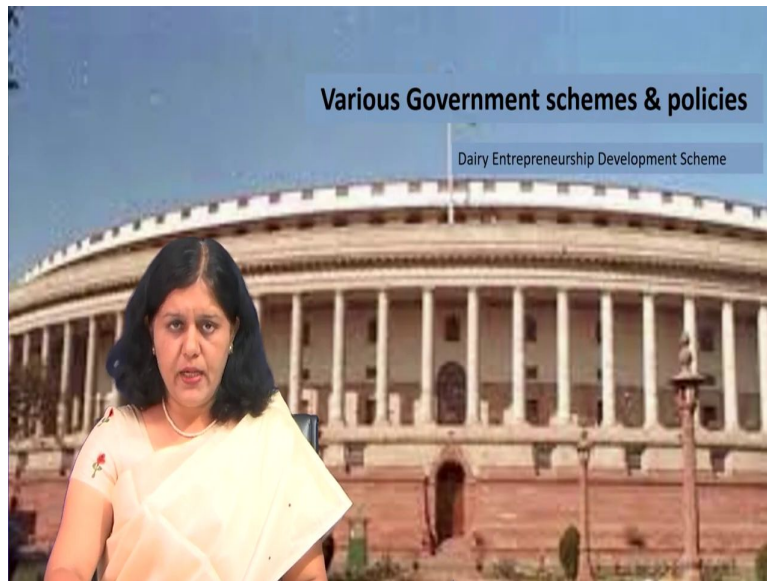
And the Karma Shakti like represents providing hands on support to the entrepreneurs and all things are necessary when we are talking about entrepreneurial activity and yes this platform will help to give that kind of support to woman and that platform will help to motivate the woman to do the entrepreneurial activity.

Now, mentorship is it is there, funding support to women entrepreneurs, some apprenticeship kind of activities will be there in this scheme and you can get the support through Niti Aayog, eligibilities like as it is for the woman entrepreneurs who are at ideation stage probably you know about entrepreneurship what is ideation scale, what is scaled up and what is acceleration and all that thing probably these terms now you are very well aware about that particular thing.

So, this is like in the ideation stage they are supporting and these NGOs and research organisations, incubators, accelerators, etc, they can support in any form to the women entrepreneurs means that kind of support from this kind of and you know these words now very clearly that what is accelerated and what is incubator you know the differences between them.

So, you can visit the website and you can get the form and you can avail this particular thing. Now, we will move after this some benefits or the two schemes whatever were there about women, then two schemes we have seen related to IP filing in a very particular sector that is electronics and IT sector.

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Now, we are moving to the agricultural sector and we will see two examples here, the dairy entrepreneurship development scheme is there that scheme is given by NABARD and then the department of animal husbandry, dairying and fisheries is implementing this dairy entrepreneurship development scheme for generating employment opportunity this means obviously any entrepreneurial activity when we are talking about or any government body, whenever they are supporting, obviously two three things are very important, they are looking into that.

Yes, they are promoting that entrepreneurial activity, so that that particular local environment is there that will get the boost and there will be welfare in the that particular area will be develop, will develop soon because of this entrepreneurial activity and we know that if technology clusters are there in particular area, because of that particular technology sector that area flourishes.

So, that particular obviously it is expected and then along with that yes economy and job economy strengthening and the job creation, these three are always a main motivation, like motivating points are there or objectives are there when any government schemes come into means related to this I am talking and that will come into like based on that particular three major what we can say the basic point and accordingly that will be like a plan.

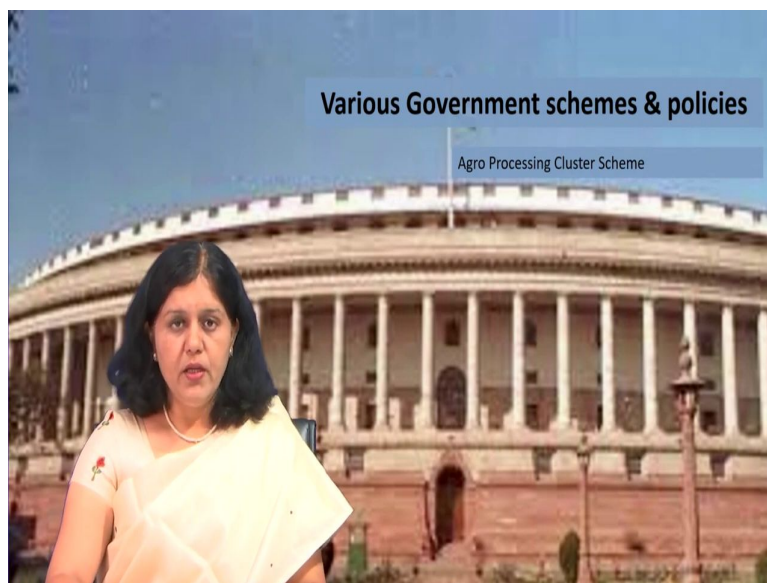
Now, these activities in this scheme will be like expected or it will be covered like enhancement of milk production, procurement of that preservation, transportation, processing, then marketing of milk. So, all this related to that dairy related activities are there

that will be supported if your entrepreneurship is around this any of the activities like a milk production, procurement reservation, yes you are eligible for this particular scheme.

Now, yes, they are supporting the modern dairy farms for the production of a clean milk, then they are expecting the encouraging of heifer and a calf rearing thereby they are expecting that good breeding kind of a stock can be created and then the structural changes in the unorganised sector, so that initial processing of milk can be taken up at a village level and we are very well aware about Amul project kind of a thing, how it is no organised activity.

But yes, they are supporting it and any village at a local level they can do this kind of activity that is a expectation here when they are supporting do this kind of activity and then the who are eligible to file the application for this kind of support. Yes, farmers are there, individual entrepreneurs are there, NGOs are there, then group of organised or unorganised sector. So, all this can come together and they can go and they can do the, put the proposal for this kind of a activity.

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Now, moving further we will go into the next like agriculture related next scheme that is a agro processing cluster scheme. Now, it is like a, it is like a ministry of food processing industry and so you can by the Ministry of Food Processing now you can easily relate that what probably will be expected in this scheme actually.

Now, this scheme aims to develop the modern kind of infrastructure and a common facilities to encourage a group of entrepreneurs and yes, we are aware that when we are talking about agricultural sector, yes we are lacking the basic kind of not everywhere, but at many places,

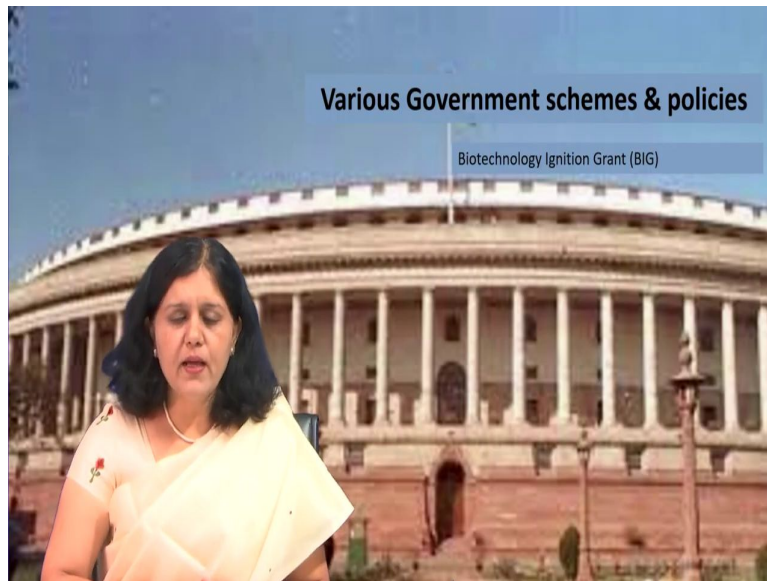
there is a scope for us to develop this kind of processing units near the farm, so that we can have a maximum kind of a less travel time, or that less time in the logistic transfer and all that thing and maybe if it is near to the farm, probably the good processing, food processing activity can happen when the fresh kind of vegetables or fruits are there near to the farm.

So, that that obviously and because of that particular thing, this kind of activity will be supported. So, food processing unit setup, you can do that food processing unit setup kind of a thing. Then, based on the cluster approach and we have to remember it is like, it is not general, this kind of a scheme is for a, we will see the eligibility, but it is a cluster approach is there. So, a group of people can come together, group of producers come together and they should do that kind of activity.

Because it is not the case that in a village if you see, the scenario is like that, the land is, the land is like a very small part of the land is owned by individual farmers and therefore, if any big unit kind of food processing, if you want to establish probably you will require a good kind of resources, if you want to build up that particular food industry kind of a thing, it will be a food processing industry only.

So, you will require that that much production and that much what we can say that support from all the, whatever the producers are there, they should support and therefore, the cluster approach is followed here and therefore, this agro processing clusters generally set up by a project execution agency or organisations such as government or PSUs or joint ventures or NGOs or maybe like FPOs, private sector, individuals, etc and they can get that financial assistance and they can develop that particular activity, details you can go about this and eligibility and then registration process and form you will get the details on the website.

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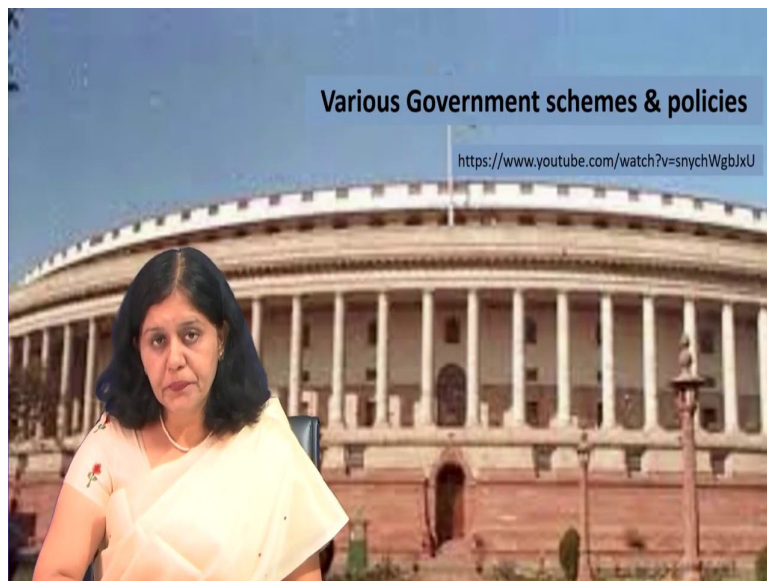


Then the next is like a biotechnology ignition grant, a very nice name they have given that is a biotechnology ignition grant is there, this biotechnology industry research assistant council that is a BIRAC.

This is a very a popular scheme in biotechnology and it believes that the bio innovation capital of the nation would come from a novel ideas which have a commercialization potential and that evolve out from the start-up or academic spin offs and probably you can see, these centres in academic institutes mainly and group of people are doing a biotechnology research and they are getting a funding and this funding is like around it is up to 60 lakhs kind of that kind of budget or that kind of grant in aid is there, it is a grant in aid kind of support is there and it is a very good scheme for a, like if you are entering into the biotechnology related kind of activity.

So, for a BIRAC, I will suggest that if you visit the website, you can get the idea about that particular thing. Let us watch now this video.

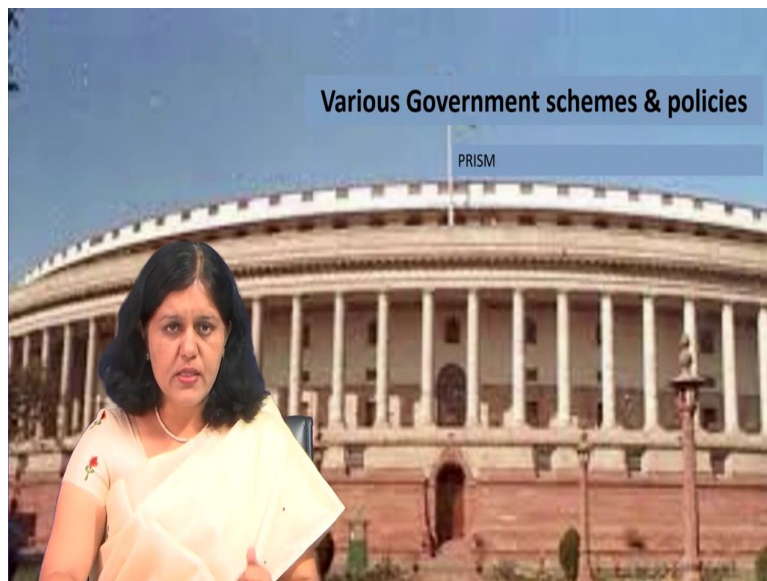
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First I will break the discussion into two separate parts. The first five to six minutes very briefly, I will talk about what we are building as a company and the second thing that we are going to do is talk about specifically about growth and a few items around it as to what does it take to be growth ready and when you are growing, what are the things to watch out for? I think we are still in the trenches of growing our organisation.

So, maybe I can share even more deeper learnings a few years from now, but I think I can also share while being in the trenches what are the things I am learning at this point of time. So, we want to make sure that we very honestly talk of ourselves as an urban innovator and why is so?

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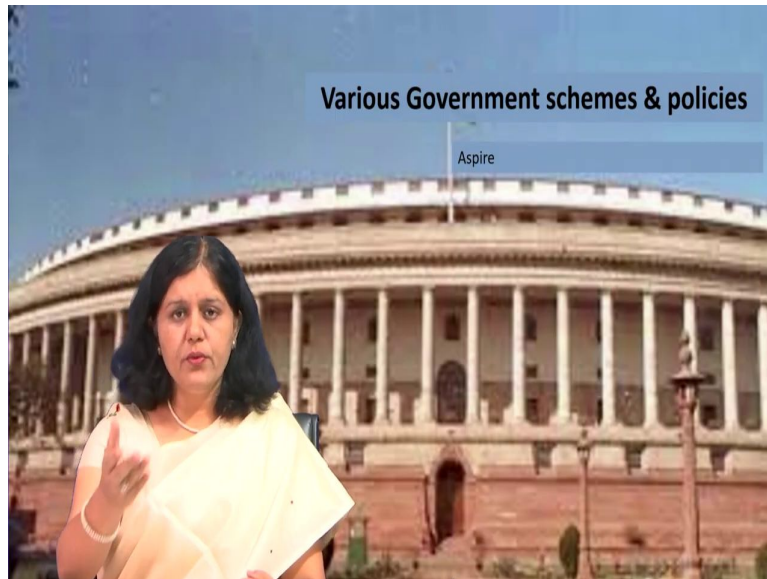
Now, we will move further and we will see this next thing that is a PRISM, this PRISM that is a promoting innovations in individuals, start-ups and MSMEs. So, three categories like that are covered in this scheme, they aim to support individual innovators which will enable to achieve the that agenda of inclusive development kind of thing, all these terminologies are used in the policy and scheme document, but we really understand what is a objective that three things are there.

Now, it would also provide a support to the individuals means institutions or organisations set up as a autonomous organisation under a specific statute or society. So, not only that MSME individual or start-up but the societies also can get a support through this scheme and some what we can say they have clarified some thrust areas now and it is expected that the research is expected in this thrust areas like green technology, clean energy, industrially utilisable smart materials, waste to wealth, affordable health care, the water and sewage management and any kind of a technology or knowledge intensive kind of area.

So, they have given a broad guideline for a thrust areas and you can just think of any of this thrust areas and you can plan your maybe means probably your research and activity if it is in this particular area and if you want to shift into the entrepreneurial mode, probably this scheme will be very useful to you and generally means, if you are a biotechnologist or you are working in the agricultural sector or maybe a mechanical probably one or the thrust area, which is mentioned here you probably are working into that.

Now, there are a few kind of categories they have given that PRISM phase 1, PRISM that then the category one kind of proof of concept and then the fabrication working. So, you can get all these details when you visit the website.

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So, now, we will move to the next like Aspire. Now, Aspire it is a scheme for a promotion of innovation rural industries and entrepreneurship, this is supported by ministry of MSME aspire was, it is was launched a setup of a network of technology cluster and setup of incubation centre to accelerate the entrepreneurship as a name suggest as you can see it is a promotion of innovation, rural industries and entrepreneurship, so you can understand that where this focuses there.

Now, the objective is like, obviously, as we know that three major motives are there, job creation, economy and like social welfare in that particular areas, this all kind of things are taken into consideration when this kind Aspire is like launched.

This Aspire when we are talking what kind of support this Aspire is giving that is here, if you see the development under this Aspire, 80 livelihood business incubators, that is a 2014 to 2016 have been set up by NSIC and some other agencies government state, means central government and then the state government on its own and they are like developing that particular kind of activity like, the name if you see that the activities if you see that whatever related to rural environment are there, that is a agro industry kind of environment is there.

So, that that kind of activities will be like supported which will help in the development of a, or which will help in that rural environment and probably mostly when we think of rural kind

of a environment, we are just generally think of agriculture and yes, in some areas handicraft and local some kind of activities are going on. So, maybe that kind of activities will be taken into consideration when we are talking about this Aspire. So, it is more like supporting that industries which are related to rural industries and that support will be given.

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Now, the next is like Entrepreneurial and Managerial Development of SMEs through incubators is there. This is like supported by micro small and medium enterprises. Now, the objective here it is like a, like a sum which are like to promote emerging technology and knowledge based innovative ventures.

Yes, they are supporting that particular activity and if you see the scheme benefits here, it is like infrastructure like support up to 2.50 lakh kind of a thing orientation training kind of 1.28 lakh or something like that, if you see the numbers, that kind of support is given and any individual or MSME are eligible to get a benefit of this particular scheme, registration process form is everything is available online.

So, I guess with this you are getting the idea about all the, means a few schemes we have discussed and you are getting the idea about these schemes and these 10 schemes which we have divided into categories like some are related to women, some are related to the agriculture, some are related to kind of individuals.

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And this like whatever that 10 schemes are there you can see on the on the screen that different 10 schemes are there and you can just go through that details as per your liking or as per your passion some like SIP-EIT like that is a one scheme. IPR awareness scheme is there. SC, ST woman related scheme is there. Dairy and Agro Processing related scheme. BIRAC is a very good example, we have taken into consideration and biotechnology is coming and then the Prism, Aspire and this like Entrepreneur and Managerial Development kind of thing is there.

And you can just go through these schemes and on the website there are another like a 125, only 10 we have shown, another 115 are there you can go through that and maybe you can make best use of these schemes to develop your entrepreneurial activity. I guess this will be very useful to you for fund generation and to start your entrepreneurial activity. With this we are coming to the end of this session. Thank you.