



# Grass Root Innovation Centre



**MJP Rohilkhand University**  
**Bareilly-243006**

## Grass Root Innovation Centre (GRIC)

### Contents:

<b>Sr. No.</b>	<b>Description</b>	<b>Page No.</b>
<b>1.</b>	Preamble	<b>3</b>
<b>2.</b>	<b>Vision</b>	<b>4</b>
<b>3.</b>	<b>Mission</b>	<b>4</b>
<b>4.</b>	Grass Root Innovation Centre (GRIC)	<b>4</b>
<b>5.</b>	Objectives of GRIC	<b>5</b>
<b>6.</b>	Skill development for entrepreneurship	<b>5</b>
<b>7.</b>	Membership of GRIC	<b>6</b>
<b>8.</b>	Requirements for the GRIC	<b>6</b>
<b>9.</b>	Focus area of GRIC	<b>7</b>
<b>10.</b>	Action Plan	<b>8</b>
<b>11.</b>	Activities Performed	<b>10</b>
<b>12.</b>	Name of the Host Institution/Organization	<b>12</b>
<b>13.</b>	Name & Designation of the Head of the Institution/Organization	<b>12</b>
<b>14.</b>	Name, Designation & Contact Details of the Innovation Centre Head	<b>12</b>
<b>15.</b>	The committee of GRIC	<b>13</b>
<b>16.</b>	Bank details of Innovation Centre	<b>13</b>
<b>17.</b>	Budget Audit	<b>13</b>

## **1. Preamble**

Bareilly is a city in Bareilly district in the Indian state of Uttar Pradesh. It is the capital of Bareilly division and the geographical region of Rohilkhand. Since India began liberalizing its economy, Bareilly has experienced rapid growth. Commerce has diversified with mall culture, although the area's rural economy remains agrarian, handicraft (zari-zardosi embroidery work on cloth material), bamboo and cane furniture. The city is equidistant from New Delhi (national capital) and Lucknow, the capital of Uttar Pradesh. This makes Bareilly a nodal point between two major cities of India. The Indian government initiated a 10-percent-ethanol-blending programme on a pilot basis in Bareilly and Belgaum in Karnataka. The city also has CNG and liquid petroleum gas (LPG) outlets. Bareilly district was the first to implement India's bio-fuel standard. Bareilly, being situated in southern part of Uttar Pradesh has a wide variety of farming practices being followed due to its land topography and presence of the Himalayas. This adds to the opportunity and need of promotion of agripreneurship in the region. Apart from agriculture, being near to Tarai west forest range, Bareilly also has a huge potential for Ayurveda and forest-based businesses.

The current environment of Uttar Pradesh (as UP is number one state in most emerging startup ecosystem; Source DPIIT) and the culture of Start-ups growing at a rapid pace gives us an opportunity to set up our own innovation centre for projecting our University as a hub for budding entrepreneurs. MJPRU is in the city of Bareilly, Uttar Pradesh. Bareilly is well connected with Lucknow and its nearest city like Moradabad, Agra, Varanasi, Greater Noida, etc. The locational advantage of MJPRU being situated in the SEZ (Special Economic Zone) of Uttar Pradesh with Bareilly, Moradabad, Lucknow, Kanpur and Agra industrial region in its vicinity adds to its further advantage.

Incubation Centre of our University is a registered Incubation Centre under Department of IT and Electronics, Government of Uttar Pradesh, we are submitting our proposal to set up more structured and physical Innovation Centre at Rohilkhand University campus. It is to propose to set up a Grass Root Innovation Centre (GRIC) at the MJP Rohilkhand University Campus. More efficient and developed GRIC at MJPRU, Bareilly will help inculcate entrepreneurship, creation of enterprises and fulfil the entrepreneurial aspirations of the students and society at large. Many Universities which were started in the Uttar Pradesh have started their own incubators and are also included in various schemes undertaken by various central and state

ministries/governments initiatives to promote businesses in the country. The GRIC will function to support startups by providing plug and play facilities, meeting/conference rooms/office space and shared administrative services, high-speed internet access etc. The GRIC shall also provide various services to startups such as mentors, training, funding, legal services, accountancy services, technical assistance, networking activities, marketing assistance etc. in collaboration with State/Central Government, as possible.

The GRIC aims leveraging the Indian start-up ecosystem, as India is the world's fastest growing start-up ecosystem. It will provide a paradigm shift from job seekers to job creators to the denizens. The research work at MJPRU, Bareilly is being cited and widely used all across the country. We have several faculties and students in MJPRU, Bareilly being involved in research activities in Entrepreneurship. Some of the research work done in the area of entrepreneurship, by the researchers at MJPRU, Bareilly has been cited globally.

## **2. Vision**

To imbibe innovative ideas to promote startup ecosystem of the highest caliber in the Rohilkhand region facilitated with state of art infrastructure leading to entrepreneurship.

## **3. Mission**

To nurture the ambience of research and innovation in the University campus for entrepreneurship in order to generate employment at the level of indigent society incorporating the latest technologies of various domains with sustainable developments.

## **4. Grass Root Innovation Centre (GRIC)**

Today's college students are part of a critical generation that will further strengthen our economic recovery. The foundational role of innovation, incubation and startups in our economy makes an entrepreneurship centre an asset to any college campus, large or small, state or private, over- or under-endowed. The GRIC aims to provide a conduit by which students can access entrepreneurial resources, network with community entrepreneurs, and share ideas. The centre is dedicated to furthering understanding about new and small businesses.

The GRIC is a centre run by faculty members and students to:

- Practice and promote entrepreneurship in their campus communities as well as entire Rohilkhand region.
- Explore entrepreneurship as a career option.
- Make entrepreneurship enjoyable.

## **5. Objectives of GRIC**

The objectives of GRIC are to:

- Assimilation of innovative ideas and its transformation to the value based products and provide solutions to real life problems of the society.
- Promote vibrant start up ecosystem with faculty members.
- Augment critical thinking ability among students in terms of research and innovation.
- Help students experience the world of entrepreneurship through fun activities.
- Provide a platform for students to learn entrepreneurial skills by empower students with necessary tools and guidance.
- Provide mentoring, legal, financial, technical services etc.
- Conduct hackathon, trade fairs, exhibitions, EDP, webinars etc.
- Explore the funding agencies and different schemes of Government for the start- ups.
- Create platform for Institute-Academia collaboration.
- Obtain MoUs with different prestigious institute and industry with faculty members.

## **6. Skill development for Entrepreneurship**

A team of faculty members of the University will operate the Innovation Centre. These faculty members will form a team of students who lead and manage the Innovation Centres and are the student administrators of this Centre. They will work for conceptualizing and organizing programs. The GRIC members will participate in different sets of programs organized through this Centre. The centre will provide networking opportunities with subject matter experts, angel investors, CEOs of organizations including startups, and alumni members. The GRIC provides students the space and opportunity to develop the following qualities:

- Innovation and generation of new ideas
- Creativity and critical thinking
- Leadership skill

- Develop confidence for entrepreneurship
- Opportunity evaluation
- Business planning
- Team building
- Raising resources
- Prepare to do multitask
- Risk taking capability

The entrepreneurial skills the students develop will either help them start a venture or contribute effectively to any organization they join in their career.

## **7. Membership of GRIC**

- Any educational institutions/industry may become member of the GRIC by paying a nominal fee of Rs. 2500/- annually. This membership facilitates their participants in GRIC activities with 50 % waive-off in the registration fee.
- It is mandatory to all the affiliated colleges/institutes of the MJP, Rohilkhand University to take membership of GRIC with the said amount and conditions as stated in the point (1).
- Any individual (not covered in point (1) and (2) can become a member of GRIC with nominal fee of Rs 500/- annually.
- These membership fees will be revised time-to-time after taking the approval from the appropriate University authorities.

## **8. Infrastructure of the GRIC**

For the smooth functioning of the activities, the centre possesses 3500 sq. ft. space (which includes well-furnished 4 staff-rooms and 2-halls), two printers (all in one), one photocopy machine, one landline connection with broadband facility, computers with UPS and computer tables, Inverter with batteries, audio visual system, one executive chair and table.

## **9. Focus areas of GRIC**

Primary focus of GRIC is to encourage the students to come up with new innovative ideas leading to entrepreneurial skills and prepare them as per the need of industry. More

specifically, in the field of innovation and startup support, the institute focuses on 6 primary areas (which are not limited to), which are listed as follows:

### **Education**

Being a wide university, well recognized around the country, the University constantly work towards the improvement of education sector. The University is committed to support and nurture businesses and technology which adds value to the education sector and makes positive impact on country's education system.

Additionally, the University itself takes many initiatives to enhance educational level among local community. The University/GRIC is committed to operate a student lead group which primarily focuses on increasing education levels among local community.

### **Technology**

- The University/GRIC understands that in order to keep up with the dynamic market, it is very important to keep on technologically updating itself.
- The University/GRIC also understands that developing a state-of-the-art technology is not enough, as it is also important to understand the business side of it.
- The University/GRIC focuses on providing support to technology-based startups to develop saleable product, better position themselves in the market and attain best output from the technology.
- The prime focus of the University/GRIC is on the technological innovations which have potential in the state of Uttar Pradesh. This includes, technology related to energy intensive areas, agriculture, artificial intelligence based real life applications etc.

### **Healthcare & Ayurveda**

University/GRIC wishes to contribute India's rich cultural heritage and preservation of knowledge of our ancient sciences.

- Uttar Pradesh will be one of the first states in India to regulate Ayurveda business and it is the hub of Ayurveda business in India with headquarters of some key players in the business situated in the state.
- There are a variety of small and mid-sized players in this area and the regulation of this business is expected to boost the market size and export demand for these products.

### **Art & Craft**

- Being home to numerous indigenous tribes and communities, Uttar Pradesh has varied culture in different parts.
- Cultural diversity of these tribes also leads to varied art styles in the state which may have huge market potential around the globe.
- The University/GRIC focuses on art and craft in order to support local community of Uttar Pradesh and make sure that such local communities may have sustainable livelihood by selling their art creations by means of local businesses.

### **Tourism**

- Tourism is one of the major contributors to the prosperity of the state of Uttar Pradesh.
- It is laden with historical beauty in terms of monuments, museums, palaces etc. Due to its vast variety in economic activities it also has abundant untapped areas in terms of business tourism, agricultural tourism, cultural tourism and medical tourism.
- Services built around this already prospering industry can further enhance the image of the nation and the state and launch the region onto the world tourism map.

### **Social Entrepreneurship**

- We believe in "Shared and Sustainable Prosperity" and wish to thrive as an entity which supports and nurtures social causes.
- We wish to uplift the society and associate with businesses built around social causes.

### **10. Action Plan**

The University/GRIC has devised an integrated action plan to support the innovative ideas and startups incubated under it and will undertake following measures in order to support the said innovation centre and startups:

- *Training Programs:* The University/GRIC intends to utilize its expertise in technical and management education to train the startups. For this purpose, the institute will conduct several training programs throughout the year. The training program will be general management training programs as well as training programs specially focused on the startups operating in specific industry. The training programs shall also vary in terms of duration of the program, ranging from few days to months training programs. The training programs may be physical training, virtual training or mix of both.

- *Mentorship Support:* The University/GRIC wishes to leverage the vast industry connections it has to its disposal. Based on the needs of the innovation centre and startups, the University/GRIC may assign mentors (internal and external) to the startups which will help them in getting industry insights and develop efficient business model. The centre will also strengthen its network of industry experts, academicians and other influencers, in order to provide better support to the startups in terms of expert opinion.
- *Investment opportunity:* The University/GRIC will develop a network of angel investors which may provide financial support to the startups incubated under this centre and prepare the startups for investors' pitching sessions by arranging pitching sessions and investor meets.
- *Showcasing platforms:* The University/GRIC will organize various events and provide other platforms for the startups to showcase its products or services to the society. This will help the startup to get key insights from the market, do need assessment, conduct market survey and test run its offerings.
- *Intellectual Property Rights :* Intellectual property rights cover the privileges given to individuals who are the owners and inventors of a work, and have created something with their intellectual creativity. Individuals working on any area can be granted such rights, which can then be used in the entrepreneurship activities by them. The creator/inventor gets exclusive rights against any misuse or use of work without his/her prior information. Intellectual property rights refer to rights granted to a person or business over the creations of their minds. They give the creator exclusive rights over the use of the creation for a designated period of time. Intellectual property rights take the form of patents, trademarks, copyright, industrial design rights, and trade secrets. All the accepted proposals to the GRIC will be trained about all kind of IPRs in collaboration with IPR cell of the University .
- *Guidelines to affiliated colleges and all departments of University campus:*  
All the affiliated colleges will be motivated to constitute a team for conduction of innovation activities. The team shall comprise faculty members and the students, and this team will be leaded by a faculty in charge who will work in tandem with GRIC. The team shall encourage the faculty members and students to develop entrepreneurial ecosystem in their vicinity. The team will work to develop strong and sustainable relationships with

relevant industry and institutions. The team will aim to find the problems of the society and suggest the solutions with their expertise. They should aim to design innovative business model with adequate sales and marketing strategies in pragmatic way.

## 11. Activities performed

The GRIC has conducted various events out of which some of the events are shown below :

- a) The expert lecture of Prof. J. Ramkumar, Mechanical Department, IIT Kanpur has delivered an expert talk on innovation on dated 13/02/2021. He discussed on various aspects of innovation. More than 60 students along with some faculty members attended the event. The event was supported by IEEE and TEQIP –III.



He is renowned professor of Department of Mechanical Department, IIT Kanpur. The GRIC felicitated him with bouquet.



- b) The GRIC has taken initiative to collaborate with the incubation centre of IIT Kanpur (SIIC) . The REC innovation Platform is the scheme launched by SIIC , IIT Kanpur with the aim to identify the critical and creative thinking, analytical and reasoning skills, research oriented thinking . The domain areas are renewable energy, agritech and biotech. The top selected students will get funding for their innovative prototype. The GRIC organizes the workshop on REC Innovation Platform in collaboration with SIIC , IIT Kanpur on dated 09/03/2021. Mr. Dinesh Pal, Project Associate, SIIC , IIT Kanpur delivered an expert talk on innovations.



**GRASS ROOT INNOVATION CENTRE**  
ORGANIZES A WORKSHOP  
ON  
**REC INNOVATION PLATFORM**

Time - 01:00 PM Onwards  
Date - 09/03/2021

**EVENT DETAILS:**

- Lecture by Expert from SIIC, IIT, Kanpur
- Discussion on Start-up Policies of Government
- and more...

**“ VENUE: T & P Cell, Seminar Hall ”**

**Expert Talk** | **Dinesh Pal**  
(Project Associate, SIIC)  
IIT, Kanpur

To know more about REC Club:  




**12. Name of the Host Institution/Organization:**

Name: Mahatma Jyotiba Phule Rohilkhand University

Address: Mahatma Jyotiba Phule Rohilkhand University, Pilibhit Bye pass road, Bareilly 243006, (U.P.) India.

Website: <http://www.mjpru.ac.in/>

**13. Name & Designation of the Head of the Institution/Organization:**

**Prof. K. P. Singh**

**Vice Chancellor**

**M.J.P. Rohilkhand University, Bareilly**

**14. Name, Designation & Contact Details of the Grass Root Innovation Centre's (GRIC)**

**Head:**

Name: Dr. Desh Deepak Sharma

Designated: Associate Professor

Department: Electrical Engineering, FET, M.J.P. Rohilkhand University, Bareilly

Phone: 7906950194, 9411471784

E-mail: [desh.sharma@mjpru.ac.in](mailto:desh.sharma@mjpru.ac.in),  
[deshdeepak101@gmail.com](mailto:deshdeepak101@gmail.com)

### **15. The Committee of GRIC**

The Hon'ble Vice Chancellor of the University has constituted the committee of GRIC as shown below vide letter shown at end of this proposal.

#### **Coordinar - Dr. Desh Deepak Sharma**

E-mail: [desh.sharma@mjpru.ac.in](mailto:desh.sharma@mjpru.ac.in)  
[deshdeepak101@gmail.com](mailto:deshdeepak101@gmail.com)  
Phone: 7906950194, 9411471784

#### **Co-coordinator - Dr. Ashish Kumar Jain**

E-mail: [ashish.jain@mjpru.ac.in](mailto:ashish.jain@mjpru.ac.in)  
Phone: 9410246159

#### **Co-coordinator - Dr. Anil Kumar Singh**

E-mail: [anilks@mjpru.ac.in](mailto:anilks@mjpru.ac.in)  
Phone: 9412344965

#### **Co-coordinator - Dr. Anil Bisht**

E-mail: [anilbisht\\_20@mjpru.ac.in](mailto:anilbisht_20@mjpru.ac.in)  
Phone: 9412928340

#### **Co-coordinator - Dr. Vishal Saxena**

E-mail: [vishal.saxena@mjpru.ac.in](mailto:vishal.saxena@mjpru.ac.in)  
Phone: 9412738873

The aforementioned committee will have the sole right to take the decision on the submitted proposal to GRIC and conduction of various activities of GRIC. The committee will assess the progress of submitted proposals during regular intervals in order to foster the proposals by providing requisite support. Furthermore, the committee shall have the authority to take decisions on all kind of disputes on submitted proposals and conduction of various activities.

### **16. Bank Account Details of Innovation Centre:**

A bank account with name of University Innovation Centre will be opened in nationalized bank that will be operated by joint signatures of Dean FET and Coordinator, GRIC for all kind of financial transactions under different heads.

### **17. Budget Audit**

The Budget of the GRIC will be audited by a qualified auditor.



महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली  
MAHATMA JYOTIBA PHULE ROHILKHAND UNIVERSITY, BAREILLY

पत्रांक: एम.जे.पी.रू.वि./कु.स.का./2020/454

दिनांक: 29.10.2020

कार्यालय ज्ञाप

मा0 कुलपति जी द्वारा 'विश्वविद्यालय नवाचार क्लब' (University Innovation Club) गठित करने की सहर्ष स्वीकृति प्रदान की गयी है। उक्त क्लब हेतु मा. कुलपति महोदय द्वारा एक समिति का गठन किया गया है। जो निम्नवत है-

- |                                    |            |
|------------------------------------|------------|
| 1. डा0 डी.डी. शर्मा, (ई0ई0)        | समन्वयक    |
| 2. डा0 आशीष कुमार जैन, (ई0आई0)     | सह-समन्वयक |
| 3. डा0 अनिल कुमार सिंह, (ई0आई0)    | सह-समन्वयक |
| 4. डा0 विशाल सक्सेना, (एम0ई0)      | सह-समन्वयक |
| 5. श्री अनिल बिष्ट, (सी0एस0आई0टी0) | सह-समन्वयक |

उक्त समिति से अपेक्षा है कि वह एक सप्ताह के अन्दर 'विश्वविद्यालय नवाचार क्लब' (University Innovation Club) का एक बृहद प्रस्ताव (न्यूनतम आवश्यकता एवं उपयुक्त स्थान सहित) मा0 कुलपति जी के अनुमोदन हेतु प्रस्तुत करें।

  
कुलसचिव

प्रतिलिपि- निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित-

1. समिति के सदस्यों को आवश्यक कार्यवाही हेतु प्रेषित।
2. निजी सचिव कुलपति को मा0 कुलपति जी के संज्ञानार्थ।
3. वैयक्तिक सहायक, कुलसचिव।

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कुलसचिव