ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

MoE's Innovation cell

Logo Contest Guidelines

Design of Logos for Following Initiatives

[AICTE iCube Innovation Council] &
[INDOVATION HUB] &
[YUKTI Innovation and IPR Repository]

Scope and Objective: AICTE and MoE's Innovation Cell invites students, faculty members of IIC Institutions and YUKTI Innovation Repository to submit their creative logo designs for the upcoming section 8 company named as AICTE iCube Innovation Council & it's new unique initiative named as INDOVATION Centres and YUKTI Innovation and IPR Repository.

You may refer annexure-1 for brief background about AICTE iCube Innovation Council, YUKTI Innovation & IPR Repository, and INDOVATION HUB.

*Participation can be from individual or as a team of maximum 2-3 members.

Submission Guidelines:

1. The Contest is open to all students and faculty members of institutes having IICs.
2. All entries must be submitted through google form https://forms.gle/m7o3mkEdtSLfhX19A
3. All artistic submissions through the above google form and along with logos shortlisted and winning logo would be considered as intellectual property of AICTE.
4. Participants cannot exercise any ownership and copy right over their designs in any level of submission and post-submission.
5. The logo design must be original. Any type of plagiarism or copying of any nature would not be allowed. The submitted designs can't re-submit or used for any other purpose or any other platform.
6. Multiple submissions of logo by the same participant would not be accepted.
7. Participant expected to submit logo separately for all three; AICTE iCube Innovation Council, YUKTI Innovation and IPR Repository & INDOVATION HUB.
8. Logos should be uniquely designed but brings complementary to each other and aligned with logos like IIC and MIC.
9. Participant may refer Institution's Innovation Council (IIC) logo and MoE's Innovation Cell (MIC) logo and Innovative BHARAT logo for insightful connections.
10. Participant needs to submit 2-3 shades of different colour combination of logos.
11. The participant must create and submit a short video lasting 2-3 minutes showcasing the creation process of the logo and explaining the meaning and philosophy behind it. You can watch IIC logo video https://www.youtube.com/watch?v=7emVE88UYAk
12. Its mandatory to upload a self-undertaking with duly signed by all contributor(s) of the submitted logos with clearly mention of point 3, 4, 5 is required at the time of submission of logos.

Technical Specification:

1. Participants should upload the Full HD Logo in PNG / JPEG format only.
2. The Logo should be in high resolution with minimum 400 DPI.
3. The winner of the competition shall be required to submit the design in open file format (CDR/PSD etc.)

Evaluation Criteria:

1. All submissions/entries will be evaluated on the basis of elements of creativity, originality, composition, simplicity, artistic merit and visual impact.
2. Shortlisted candidates may be invited for next round of review and will be reviewed further through online presentation.

Rewards and Prize:

1. All shortlisted logos will receive e-acknowledgement certificate from AICTE & MIC with a mention of creators/contributors.
2. The winning logo of each initiative will be rewarded with prize money as a token of appreciation.

Last date for submission of designs is 30th April 2024.

Annexure 1

MoE's Innovation Cell (MIC): Ministry of Education, Govt. of India has established an 'Innovation cell (MIC)' with a purpose of systematically fostering the culture of Innovation in all Higher Education Institutions (HEIs) across the country. The objective of the cell is to foster the culture of Innovation in HEIs and schools through series of policy interventions and handholding supports and further enabling ecosystem development in educational institutions to support from idea generation to pre-incubation support, generating strong pipeline of quality innovations and early stage start-ups for the incubation industry for further support. MIC designs and implements various policy programs to create, streamline, strengthen, benchmark and sustain the innovation and entrepreneurship ecosystems in HEIs and it also offers range of handholding support to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are in formative years and in academic. More details about MIC can be seen at https://iic.mic.gov.in/

Institution's Innovation Council (IIC): Institution's Innovation Council (IIC) is an effort of institutionalizing innovation and start-up culture in HEIs by providing a structural model and guidelines to create, streamline and strengthen existing ecosystems in HEIs. Existence of IIC in institutions ensure dynamism and vibrancy in the campus by conducting I&E activities round the year. The IIC structure contribute in increasing awareness, encouraging and engaging academia in sustained generation of innovations and start-ups from academic institutions and schools. IIC structure is complemented and supplemented with various other sub-programs to achieve the Innovation & Entrepreneurship agenda. So far, more than 9000+ IICs have been established in all major HEIs spread across states and UTs. These IICs in HEIs are leading in driving the innovation and entrepreneurship ecosystem both at institute and community level. IICs are also providing mentorship support to Atal Tinkering Labs (ATLs) in schools spread across the country. Detail about IIC and overall impact of the IIC network can be seen at https://iic.mic.gov.in/

YUKTI Innovation and IPR Repository: YUKTI Innovation and IPR Repository is an IIC integrated market convergence platform to build a system of repository of ideas, innovations and start-ups developed in academic institutions and enabling institutions to systematically foster the I&E culture by managing and nurturing these innovations by offering continuous support in terms of one-to-one mentorship, grant

assistance, referral and linkage with incubation units, connecting with Angel/Venture Capital (VC) investors network, knowledge agencies, technology transfer and commercialization etc.

IIC institutions are building a repository of innovations at the institute level. The main purpose and benefits of YUKTI Innovation and IPR Repository is to systematize the process of identifying, scouting, Intellectual Property (IP) driven ideas, innovations and start-ups from academic institutions and connecting with ecosystem enablers for further support while building a pipeline of quality innovations and start-ups for the incubation industry to support. YUKTI Innovation and IPR Repository platform envisages a networked collaborative approach of IIC Institutes along with other stakeholders such as Ministries, Govt. Agencies, State Start-up Missions, Incubators, Accelerators, Angel Investors, VC Firms, IP Firms, Knowledge Agencies, Industry Associations etc. to collaborate, coverage and co-create opportunities for easy resource access, offer customized services and hand-holding supports to innovators on a continuous basis in terms of one-to-one mentoring, pre-incubation support, investors and market linkage, IP and technology transfer etc. Furthermore, the YUKTI Innovation and IPR Repository platform is also see a great scope to help innovators and institutions to search and find the right stakeholders of their interest to collaborate, allow participation in range of national innovation and start up challenges, training, mentor meets are going to be organized by MoE, various ministries, agencies, IIC institutions and other stakeholders on a regular basis.

YUKTI Innovation and IPR Repository is aiming at building a strong pipeline of inventions and innovations from HEIs for incubation industry and ecosystem enablers to provide further handholding supports to innovations and IP commercialisation and technology transfer to industries. So far, 1600+ HEIs have built a string repository of 102000 numbers of innovations includes 6155+ start-ups, 38000+ prototypes of TRL stage 4-9, 56000+ ideas in TRL 1-4 stage generated from HEIs, which is acting as pipeline of quality innovations for incubation units for further handholding and market linkage support. More detail about YUKTI can be read at https://yukti.mic.gov.in/

Establishment of INDOVATION Centers: MIC and AICTE is going to establish 12 regional INDOVATION centers in a HUB-SPOKE model integrating with institute-industry-startups to facilitate technology transfer, IP commercialization, innovation, and entrepreneurship development in higher educational institutions across the country. These centers at the regional level will act as HUB for the spoke institutions to promote industry-academia collaborations, technology transfer through industry linkages, and more importantly, as a knowledge consolidation unit that will help in designing effective policy interventions and pathways for building a knowledge-based local economy. Indovation Centers are going to perform as a one-stop point for institutions and stakeholders to access information related to innovation and startup schemes and programs of AICTE, the Ministry of Education, and various central/state government agencies to reduce information asymmetry. Each Indovation Center will thrive to build the capacity, skill, and knowledge of targeted beneficiaries through structured training and capacity-building programs, mentoring sessions, etc.

Initially, the program is set to cater to 500 IIC institutions as SPOKEs. It is estimated that during the first year of operation, an average of 500 IP-based technologies having commercial potential will be identified & assessed. A technology compendium will be developed and access will be provided to both institutes for the progress upgradation of technologies and to the industry partners to identify suitable technology for adoption and commercial action. Through Mentor Connect, technology refinement will be supported and through industry meets, 100 such technologies will be transferred for commercialization. In addition to building IP and technology transfer in HEIs, this program will also add value in building innovation and a start-up base in HEIs.

Regional INDOVATION centers will identify SPOKE institutions and handhold and mentor them to build a strong IP culture while on-boarding industry partners, investors, and resource agencies for the

adoption of market-ready technologies from academic institutions. Through mentor connect, and convergence with schemes available with resource agencies, technologies will be refined and through Industry-Investor meets, such technologies will be transferred or commercialized.

Scope of INDOVATION Centers:

- A Hub-Spoke Model with Top-down & Bottom-Approach to Explore & Expedite Technology Transfer & IP Commercialization in HEIs
- Build and Nurture a Networked System of Knowledge Generation, Technology Transfer, and IP Commercialization at the Local, State, Regional, and National levels.
- Establish Strong Connections between HEIs with Industry, start-ups, and Ecosystem Enablers to channel expertise, Mentoring, and Knowledge Sharing.
- Empowering and Building the Capacity of HEIs in Technology Transfer and IP Commercialization Capabilities.

Objectives of INDOVATION Centers:

- Perform as a HUB with State of Art Facilities to Facilitate Technology Transfer and IP Commercialization and Promotion of Innovation & Start-up in HEIs in the Region.
- Establish & Act as a One-Stop point for Information Dissemination, Knowledge Consolidation & Resource Facilitation Centre (INDOVATION CENTERS) for HEIs in the Region.
- Encourage and Support HEIs in the establishment and functioning of IICs, Building the YUKTI Innovation Repository, IP Repository, and Technology Compendium Development.
- Plan and Organize Industry Meets, IIC Regional Meets, Skill Training, and Capacity Development Workshops for HEIs in Building their Capability for Technology Transfer and IP Commercialization.
- Facilitate IP Awareness, IP Clinics, Industry Expert Consultations, and Mentor Connect with specified selected technologies developed in SPOKE institutions for refinement and transfer.
- Help Desk - Support and Guide HEIs to build Innovation and Startup Ecosystems in HEIs in the Region.
- Play an Important Role in the Implementation of Innovation and Entrepreneurship Programs and Policies of the Ministry of Education and Dissemination of Schemes of Other Ministries. Liaise with State Agencies, Resource Agencies, Industry Partners, etc.

AICTE iCube Innovation Council: AICTE is going to drive both INDOVATION Centers and YUITI Innovation and IPR Repository initiatives by setting up a section 8 company, a non-profit public enterprise. The upcoming enterprise named as "AICTE iCube Innovation Council" will drive INDOVATION Centers effectively and imbibe networked models of Institutions-Investors-Industry to leverage innovations get transform to startups. It will undertake various focused interventions in a structured and systematic way to foster economic growth through enhancing industrial productivity, creation of new companies around academic technologies, investment opportunities and employment generation, and socio-economic benefits at the local and regional levels. Moreover, "AICTE iCube Innovation Council" is visualized to make the INDOVATION centers self-sustained and it will also undertake revenue-generating activities.

"iCube" in "AICTE iCube Innovation Council stands for generating deep impact by combining multiplier effect of Investor-Innovator-Industry through sustained interactions backed by government (AICTE) support and operating in a networked fashion to leverage the creative prowess in the form of ideas, inventions, and innovations generated from HEIs to achieve Bharat Atmanirvar and Vikashit by 2047.