Overview of Initiatives of AiM

Phase 1
- Institute Innovation
- Ecosystem building

Innovation Cycle
- Idea & Research
- Problem Identification & Design Thinking
- Learning for solution
- Tech Development & POC
- Prototype
- Productisation/Startup
- Large Commercialisation

Phase 2
- Support Tech.
  Development
- Innovation
  Deployment

Phase 3
- Coordination
- Governance

Atal Community Innovation Centres (ACIC)
Atal Tinkering Labs (ATL) / Mentor of India
(8878 Schools Selected: 90+% Districts)
Incubation Centers: AIC/EIC (102/47)
Atal Research & Innovation for small
Enterprises (ARISE)
Atal New India Challenge (ANIC)

Encompassing the complete Innovation Cycle
Building Innovation Ecosystem in India

Startup India Recognition Heat Map

Need for scaling the innovations to every mile of country

Distribution of Startups

Skewed Startup Penetration
Tier 1 – 55%
Tier 2 – 27%
Tier 3 – 18%

*Lacking Infrastructure Support and Enabling Environment

484 Districts
7 Union Territories

55% Tier 1
27% Tier 2
18% Tier 3

484
29 States
7 Union Territories

55% Tier 1
27% Tier 2
18% Tier 3

718 Total Districts in India
484 Districts with DPIIT recognised startups
234* Districts without DPIIT recognised startups

Sources:
Building Innovation Ecosystem in India

Empowering communities to ideate and bring change

However, the true potential of the communities can be realised when they are provided with resources (financial, infrastructural etc) to bring life to their ideas.

Transforming and scaling up ideas into market ready products or services

Ideas often fail to create impact due to struggles at various stages of innovation cycle. ACIC aims to provide them relevant guidance and support throughout to simplify their journey.

Rejuvenating the inherent innovative culture among communities in India

Curiosity is a pre-requisite for innovation and Indian communities have always been inquisitive by nature. ACIC aims to nurture this innate talent.

Big Ideas start small

ACIC believes that simple jugaads have potential to target a large market. The theme also brings forth how bright minds, hidden in the humblest corners of India, can become change agents.

Making India World's Technology Leader in the 21st Century

ACIC's ecosystem for self-employability and equitable opportunity, with modern technologies, envisions India taking leapfrog approach becoming 21st Century World's Technology Leader.
Why Design?

A Community-Centric Approach to Innovation

- Empathises with users’ needs?
- Influences behaviours?
- Fits into the Circular Economy paradigm?
- User’s engagement with design?
- Catering to original intent?
- Extent of in-depth insights derived?
- Connected well to come up with innovative, contextualized, meaningful ideations?
- Alternatives to the proposed idea?
- Anticipates and adapts to rapidly changing world?
- Patterns in change and continuity in the design across people/over time?
Innovation Cycle and ACIC

**Journey of an Idea**

1. **Info Utilization -> Knowledge Conversion**
2. **Cross-Domain Exposure**
3. **Building Proof of Concept**
4. **Idea Iterations**

**GROOMING**
- **Value Proposition**
- **Commercial Viability**
- **Shadow Checks**
- **Costing + Budgeting**

**DEVELOPMENT**
- **Building Proof of Concept**
- **Idea Iterations**

**PILOTING**
- **Value Proposition**
- **Commercial Viability**
- **Shadow Checks**
- **Costing + Budgeting**

**OUTCOME**
- **Final Quality Checks/Quality Assurance**
- **Financial Planning & Return of Investment**
- **Phase wise market Launch**

**GROWTH**
- **Minimum Usable Prototype Released**
- **Mock-up Ready**
- **Enterprise Ready**

**SUCCESS**
- **Sustainable Enterprise with Returned Capital**

**MODULES**
- Material
- Method
- Tech
- Sector

- Easy to comprehend
- Flexible to contextualize
- Grassroot thinking
- Supported by planning templates, journey map, relevant case studies

**Journey of an Idea**
Imagining Possible ACIC Futures

Frugal Innovations
- To help identify community trends beyond Individual needs
- Connecting to relevant industries
- For financial stability

Polytechnics/ITIs
- To help contextualize the skills to relevant public sectors
- To update the developed skills in tandem with the global scenario

Cottage Industries/Craft Sectors
- To nurture the traditional narratives for product differentiation
- To expose them to popular technical skills for lifestyle and product innovation

Govt. CBSE Schools
- To provide relevant technical exposure contextualized to local needs and resources
- To support development of innovative solutions by young nation builders

Opportunity Areas for ACIC*

*non-exhaustive
Rolling out ACIC

- Target of approximately one ACIC in every state
- Mentorship Support for beneficiaries
- Partnership with various stakeholders of innovation ecosystem

In collaboration with Smart Cities Mission
In collaboration with central / state PSUs
Private sector corporate supported (CSR Fund)
Voluntary Organization supported
District Innovation Fund etc

ACICs (100)
Who can apply?

Proposed establishments

**Proposed Focus Areas**
- Tier 2 and Tier 3 Cities
- Aspirational districts, North East and J&K
- Rural and Tribal Regions
- Smart Cities
- Unserved/underserved areas of Tier 1/Metro cities

**Eligible Academic Applicants**
- UGC and AICTE affiliated Universities / Colleges
- Educational Institutions like ITIs and other technical diploma colleges

**Eligible Non-Academic Applicants**
- Voluntary and other organization having good experience and exposure in awareness and promotion of Science and Technology in the country

Opportunities for unserved / under-served regions
Mandatory Requirements for ACIC

**ACIC Location and Support System**
- Availability of minimum 4,000 sq. ft of net carpet area
- Overall suitability of location based on availability of infrastructure for innovation, local industries etc

**Proposed ACIC related indicators**
- Financial Plans for efficient utilisation of fund and future self-sustainability
- Viability of business plan to deliver on the projected goals and deliverables
- Credentials of the Team

**Previous Accomplishments of the Host Institution**
- Assessment of technologies / IPs developed by the institute
- Previous experience in promotion of innovation, entrepreneurship

**Commitment to partner with Atal Innovation Mission**
<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>Share in Support</th>
<th>Matching or greater contribution from funding partner(s)/applicant*</th>
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<tbody>
<tr>
<td>Grant from AIM</td>
<td>Up to 50% of project cost</td>
<td>*PPP mode/Private-Corporate funding as well</td>
</tr>
<tr>
<td>Applicant’s Contribution or Aid from Funding partner(s): Institutions, PSUs, Private Sector Corporates and other agencies.</td>
<td>50% and above (Up to 80% of the project cost)</td>
<td></td>
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</tbody>
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Maximum Support from AIM will be ₹2.5 Crore, released in tranches over 5 years.

Establishment support in Public-Private Partnership (PPP) Mode
Timeline for Execution of ACIC

Selection process along with Grant Disbursement to be completed within 100 Days