

**NITI Aayog  
(CIT&I Division)**

Comments/Suggestions are invited on Specific Recommendations of the Expert Committee on Innovation and Entrepreneurship, constituted by NITI Aayog, latest by 28<sup>th</sup> November 2015. Please send your Comments/Suggestions to Dr. D. Bhardwaj by Email at [bhardwaj-pc@nic.in](mailto:bhardwaj-pc@nic.in) in the prescribed format only.

**Format for Comments/Suggestions**

<b>Recommendation</b>	<b>Comments/Suggestions (Not more than 50 words for each)</b>
<b>(A) <u>Short Term - Providing Adequate Support to Early-Stage Ventures</u></b>	
<p><b>(i) Utilization of AIM Funds:</b> The AIM budget should be used entirely towards introducing competitions to solve pressing economic and social problems (12 Grand prizes/Grand Challenges annually) through the Incentivize Innovation in India (i3) program for finding out ultra-low-cost solutions.</p> <p><i>(Suggestions are invited on specific areas/topics for Grand Challenges)</i></p>	<p>BallotBoxIndia.com is a platform already in place to incentivize social innovations, and augment AIM. The tools provided on the platform can be used to ratify and quantify the social innovation's achievements at each stage, since Incubation period of any such endeavour can span many years. There are multitudes of efforts we are campaigning about right now, and be used as problem statements for AIM.</p> <p>e.g.</p> <ol style="list-style-type: none"><li>1. Urban Planning Issues focused on Rain water management using grass swales, natural water bodies. To preserve rain water and top soil.</li><li>2. Green GDP Concepts to minimize urban waste and bring high quality products in market with focus on Local produces. Introduce a Green rating along with GST for public awareness to achieve carbon neutrality.</li><li>3. Swachh Bharat based on district wise data on sewerage and drainages in India and local solutions to process grey water.</li><li>4. Citizen monitoring systems to coordinate public works division projects across India to</li></ol>

	<p>save tax money on regulations with active civil society collaboration.</p> <p>5. Citizen monitoring of neighborhood schooling systems for a self regulating mechanism and strengthen secondary education.</p> <p>6. Build a case for Electronic Tolling Systems to replace existing Tolls in India by measuring various parameters like carbon footprint of Idling vehicles.</p> <p>The list is growing and based on ideas from around the world with Indian context and data.</p>
<p><b>(ii) Harnessing Corporate Funds to Finance R&amp;D</b> by (i) Incentivizing the Corporates to invest a part of their profits in research labs in universities and/or industry-university collaborative research and towards corporate venture capital funds, for the purposes of investment in start-ups and/or incubators; and (ii) Introducing a clause for directing 5% of the value of all contracts with foreign defense companies, to fund R&amp;D in universities.</p>	<p>It will need an ecosystem where corporations funding such activities can attract best talent and recognized for the impact. BallotBoxIndia.com is created with such a goal in mind.</p> <p>We intend to track corporations across a range of parameters having social impact, ranging from carbon footprint &amp; sustainability based on Industrial Output/Input, as well as their social impact on community.</p> <p>e.g. How elder friendly their hiring policies are, same for working mothers and parents. A parent or elder friendly corporation has a huge impact on society which is not captured in GDP calculations right now.</p>
<p><b>(iii) Improving the Efficiency of Incubators</b> by (i) Increasing public investment in incubators and roping in private sector funding; (ii) Creating Virtual Incubators; (iii) Keeping Incubators Up to Date; (iv) Linking Funding of Incubators with an Institutionalized Annual Ranking; (v) Introducing Specialized Sector-based Incubation Services; and (vi) Strengthening Linkage between the Corporate Sector and Incubators.</p>	<p>The idea of Virtual Incubator would be ideal for IT Services platforms like ours. But social impact related platforms like ballotboxIndia have a tough to measure or forecast profitability model under current investment mindset. We are aiming to create high quality sustainability and innovation related jobs rather than middle tier services jobs in conventional industries. It would help if Investors while deciding between two competing bids take the intangible benefits to the society and Global Goals as a parameter.</p>
<p><b>(iv) Utilisation of SETU Funds:</b> To jumpstart innovation, Rs. 500 crore from SETU funds should be used for upgrading the existing incubators in the country and the remaining Rs.</p>	<p>We believe the idea of incubators at college/university is a great one but they should be connected to a more matured set of accelerators and not related to universities.</p>

<p>500 crores for setting up 500 Tinkering Labs across the country for introducing a “Make in Universities” program with one 3D printer per institute and trained people.</p>	<p>Since various universities are funded differently there must be a level playing field focused on talent development across institutions in India. Also, there should be an Incubator collaboration or information flow program so older institutions can hand hold newer ones.</p>
<p><b>(v) Fostering a National Entrepreneurship &amp; Innovation Movement</b> by (i) Instituting a National Entrepreneurs’ Day; (ii) Creation of National Action Brigade- on the lines of the “Teach for India” or the National Cadet Corps (NCC); (iii) Harnessing the NRI talent pool; and (iv) Introducing “faculty entrepreneurial fellowships” to encourage professors to be stakeholders/partners of the entrepreneurial and incubation eco-systems in universities</p>	<p>On (iii) BallotBoxIndia.com is a socio-economic solutions exchange for India founded by a group of professionals based out of New York(NRIs) and Gurgaon with experience in Capital markets, Economics, Urban Planning, healthcare, Data Science, Information Technology. So we are already on the path suggested by this point. Please suggest how NITI Ayog can help us propagate an environment of Incentivized Social Innovation in India.</p>
<p><b>(B) Medium Term - Creating an Enabling Environment for Innovation</b></p>	
<p><b>(i) Embracing the Platform Mindset:</b> by (i) Creating digital platforms, similar to Aadhaar to inspire innovation &amp; entrepreneurship (ii) Building sector-specific searchable digital platforms like: Health Care records, Pensions, Insurance, and Education; and (iii) Digitization of government processes. AIM may be empowered to appoint India’s Chief Information Officer to manage the Digital Platforms program.</p>	<p>(i). The social innovation platform should be developed by Independent agencies with full transparency so people from all the spectrum and partisan inclinations can provide solutions.  (ii) Privacy and what should be shared with whom is paramount. A strong nodal book keeping agency is needed for such a database.  (iii) Central Information Officer should work with State Information Officers and the data points should be kept on a single platform, to run any reasonable statistical model across India. E.g. RTI is on RTIOnline.gov.in but all the States still are on manual platform or creating their own system which creates silos of information and waste tax payer's money. BallotBoxIndia is already campaigning on bringing all the State RTI systems onboard RTIOnline.gov.in.</p>
<p><b>(ii) Reforming the Education System and Upskilling Workers:</b> by adopting a multi-layered approach which include: Reorienting school curricula; Annual assessment of schools and faculty; Providing easy access to entrepreneurship education courses at</p>	<p>Reforms are required especially at secondary education level and there is a need to support high quality neighborhood schooling systems, keeping the prices under reason. Kendriya Vidyalaya System is a stellar system which imparts quality education at a reasonable cost</p>

<p>secondary and tertiary levels; Focusing on technology-based solutions to education; and Opening up the market to global education providers.</p>	<p>(Rs. 27k per student) Can this model be used and education pricing be based on “Value added on the baseline KV education Index “(Can create one such standard model.)</p>
<p><b>(iii) Strengthening the Intellectual Property (IP) Rights Regime</b> including Setting up of Dedicated IP Courts to improve the efficiency and speed in IP judgment.; Increasing the number of Patent Examiners; and Establishment of National Virtual IP Platform containing a database of all the resolved IP cases in India, as well as details of those under litigation</p>	<p>If there is a focus on Patent based model, the process should be simple and discourage rent seeking. It shouldn't hamper the growth and create entry barriers for startups by adding up patent litigations, till there are swift laws and courts to handle them in a timely manner.</p>
<p><b>(iv) Improving the Ease of Doing Business</b> through a series of measures which include: (i) Digitization of government permits; (ii) Creation of a Central ID for enterprises; (iii) Revisiting the Companies Act to distinguish between closely held private companies, public companies, and publicly listed companies; (iv) Revisiting Section 56 of the Income Tax Act that has greatly impacted fair market valuation norms on angel investments; (v) Moving service tax back to actuals rather than accruals; (vi) Improving access to capital; (vii) Labour market reforms; (viii) Creation of an online nationwide real estate registry- Registration for all real-estate transactions should be made mandatory within 48 hours, with strict penalties for non-compliance; (ix) Creation of an AIM Entrepreneurship Index for measuring entrepreneurial activity in India; (x) Creation of a separate regulatory category for new business; and (xi) Creating an enabling environment for social enterprise by involving the corporate sector to fund social enterprise.</p>	
<p><b>(C) Longer Term: Addressing the Cultural Context:</b></p>	
<p><b>(i) Attach Entrepreneurship to Large Scale Economic and Social Programs</b> like: “Swacch Bharat” to encourage and promote social entrepreneurs focused on the areas of cleanliness, hygiene and civic responsibility.</p>	<p>Ballotboxindia is already attached to various issues related to Swacch Bharat, optimal urban planning, water management and is running campaigns using private capital. <b>We would like to present our Ideas before NITI Ayog for a wider reach and how we can align with other such initiatives.</b></p>
<p><b>(ii) Promote New, High-Potential Sectors</b></p>	

<p>via the “<b>Make in India</b>” Campaign - set-up incentive structures to develop a few chosen high-potential industries as part of the “Make in India” initiative.</p>	
<p><b>(iii) Foster and encourage a Culture of Coordination and Collaboration</b> between ministries, departments, enterprises and incubator cells across the country.</p>	<p>BallotBoxIndia.com supports Incentive based collaborations between, Citizens, Experts, NGOs, Government Agencies, Corporations, Media organizations, Political entities to create new social innovations and solve India's systemic inefficiencies in a tracked and ratified way. We would like to discuss on how the existing platform (BallotBoxIndia) can be aligned with the AIM goals.</p>
<p><b>(iv) Redefine Success:</b> Innovation-centred organisations within the government system must be allowed to pursue projects and experiments that are high risk and may fail. Different measures of accountability and success must be outlined.</p>	<p>At ballotboxIndia such projects can be tracked in an Independent and transparent way to remove any ambiguity. The idea is to create an SPV(Special Purpose Vehicle) to take out the risk off Government Systems by defining the experiment's risk and rewards clearly with a Civil Society of eminent experts and stake holders. BallotBoxIndia has a concept of Action Groups to create such SPVs to solve problems with Innovations and experimentations.</p>
<p><b>(v) Make Entrepreneurship Part of the Social-inclusion Agenda</b> - Bringing in more women, dalits, rural population and the urban underprivileged into the fold of new Indian entrepreneurs and innovators.</p>	<p>The non-university related Incubators/accelerators can play a great part in this. Or university related incubators can be incentivized for more inclusive teams.</p>
<p><b>(D) Proposed Structure of the AIM:</b> The Expert Committee has recommended establishment of a ‘Not for Profit’ ‘Section 8’ Company for implementation of the Atal Innovation Mission with Vice Chairman, NITI Aayog as the Chairman, four independent directors from Industry, Civil Society, Academia and Judiciary. In addition, there will be seven more Directors (Secretaries to GOI of various Ministries/Departments) on the Board of the Company.</p>	
<p><b>(E) Any Other</b></p>	<p>At BallotBoxIndia we believe our Societal Impact goals are aligned with AIM goals and we can assist with many of the focus area of NITI Ayog. The Platform we have developed can be used to promote a meritocracy based system of change makers using socio-</p>

	<p>economic data &amp; analysis and open market incentives. Our team is built of professionals with diverse backgrounds who are ready to assist NITI Ayog and AIM in whatever capacity required to help India achieve sustainability goals.</p>
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